

ARCHIE
SERIES

Archie's Pal

APPROVED
BY THE
COMICS
CODE
AUTHORITY

APR.

NO.
41

Jughead

10c

HOW DO YOU
LIKE MY DANCING,
RONNIE? I
TOOK **LESSONS!**

WHAT KIND?
WRESTLING?
OWICH!





FUN FOR BOYS

The most wonderful book for boys ever put together!

Here's a treasure chest of enjoyable and interesting pastimes and sports—hobbies and games for every active youngster. No end to the things to do and fun to enjoy. Contains

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1. How to Become a Whiz at Ping-Pong
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10. A Program for Developing Powerful Muscles!
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14. A Beginner's Course on Ventriloquism with a Complete Skit

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Master Ju-Jitsu and you'll be able to overcome any attack — win any fight!

You, too, can be tough! You can defeat any man in a fight. This is what this book promises you! **Lightning Ju-Jitsu** will equip you with a powerful defense and counter-attack against any bully, attacker or enemy. It is equally effective and easy to use by any man or woman, boy or girl—and you don't need big muscles or weight to apply. Technique and the know-how does the trick. This book gives you all the secrets, grips, pressures, which are so effective in quickly "putting an attacker out of business".

Just follow the illustrations and easy directions, practice the grips, holds and movements—and you'll fear no man. 96 pages—dozens of illustrations and only—\$1.00.

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LEARN TO DANCE—At Home

Don't envy dancers. Be one. Enjoy life, dancing. Be popular. Others do, why not you? Here is a simple and complete guide that shows you how you can teach yourself to become a good dancer, easily and quickly. Fully illustrated with a dancing couple, showing you each step and movement—with foot-prints showing just how feet move—and with complete written information and advice on leading and following, rhythm, posture, etiquette, etc.

AMAZING BARGAIN: Set of three books—

HOW TO DANCE—covers popular ballroom dancing—The Waltz, Hesitation, Savoy, La Bomba, The Rhumba, Black Bottom, Charleston, Fox-Trot, Tango, Promenade, El Choronno, The Polka, etc.

SWING STEPS—covers today's exciting swing rhythms—The Swing Break, Snake Hips, Shim, Sham, Shimmy, The Suzi-Q, The Westchester, Trucking, The Peabody, etc.

SQUARE DANCING—covers popular country dancing—Square Sets, Quadrilles, Running Sets, Play-Games, Round Dances; sample dances are Wagon Wheel, Virginia Reel, Moun. linear, Lily White Hands, Gal from Arkansas, Birdie in a Cage, etc.

You can learn a basic step in one hour, a complete dance in one evening. From then on it is just practice and dancing. Get in the fun! Send for these easy, home-study dance lessons NOW! Only \$1.00

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In ONE DAY You'll Be Able to Perform a Ventriloquial Skit!!

How would YOU like to be able to perform ventriloquism? It would give you lots of fun and pleasure! Brand 'new book—**VENTRILOQUISM MADE EASY**, by John Mendoza—reveals all the methods and secrets in the art of "throwing your voice". This book takes away all the mystery—shows you just how the voice is made to appear to come from some other place—how to handle all different words, phrases, and sentences—how your actions and acting help in the make-believe—how to make your voice sound different when impersonating a boy or girl, a man or woman, a horse, dog or other being—how to develop props and appearances—how to select and have made a suitable figure or dummy to work with—how to learn the patter and also a stage manner—how to give a competent, complete performance—and much more! And that is not all—

FREE WITH EVERY ORDER FOR THIS BOOK: Book of 100 AMUSEMENTS. Gives you a series of party and professional stunts, tricks, magic, songs, jokes, patter! Will make you popular and a real entertainer! And the price COMPLETE IS ONLY \$1.00

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With every order, we will include without extra charge, a complete assortment of 10 GAMES, TRICKS, PUZZLES, Can be played by 1, 2, 3, 4 or more players. Just the thing for hours and days of enjoyable fun. It is given FREE with every order. Supply is limited. ORDER NOW!

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Please send me the book or books I have checked below.

- ☐ Fun For Boys _____ \$1.00
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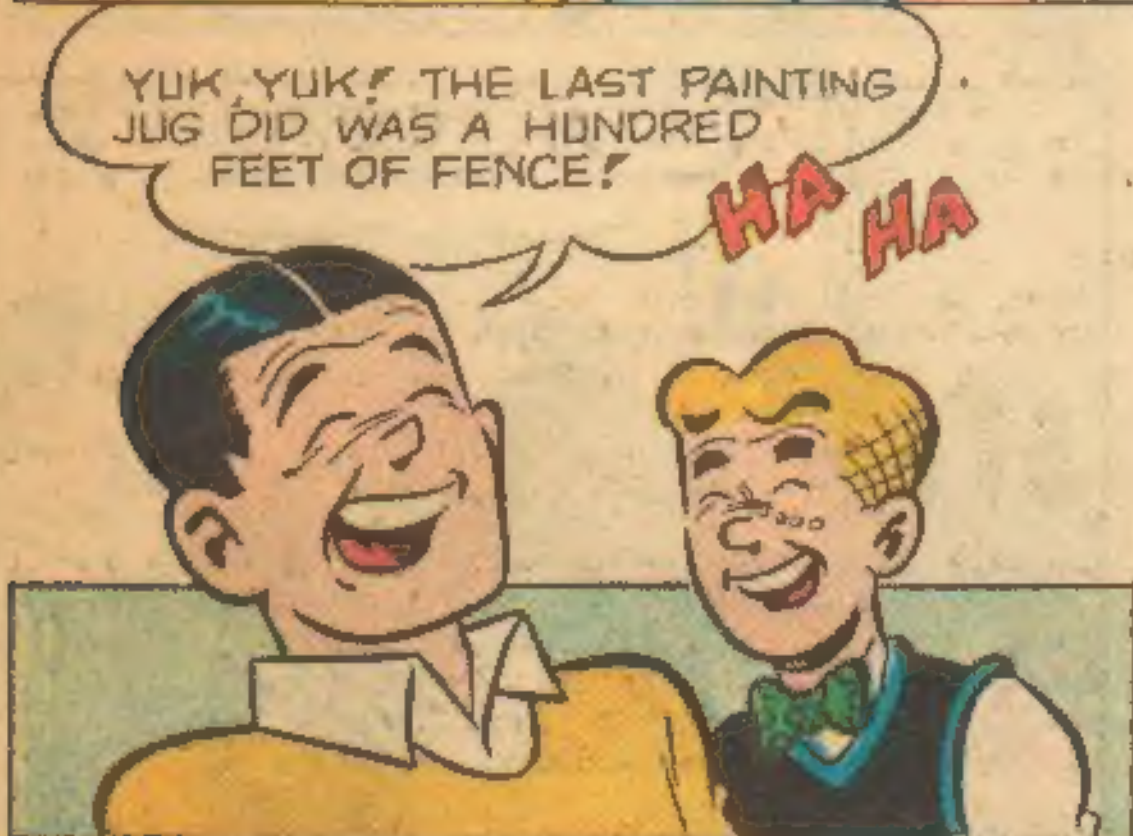
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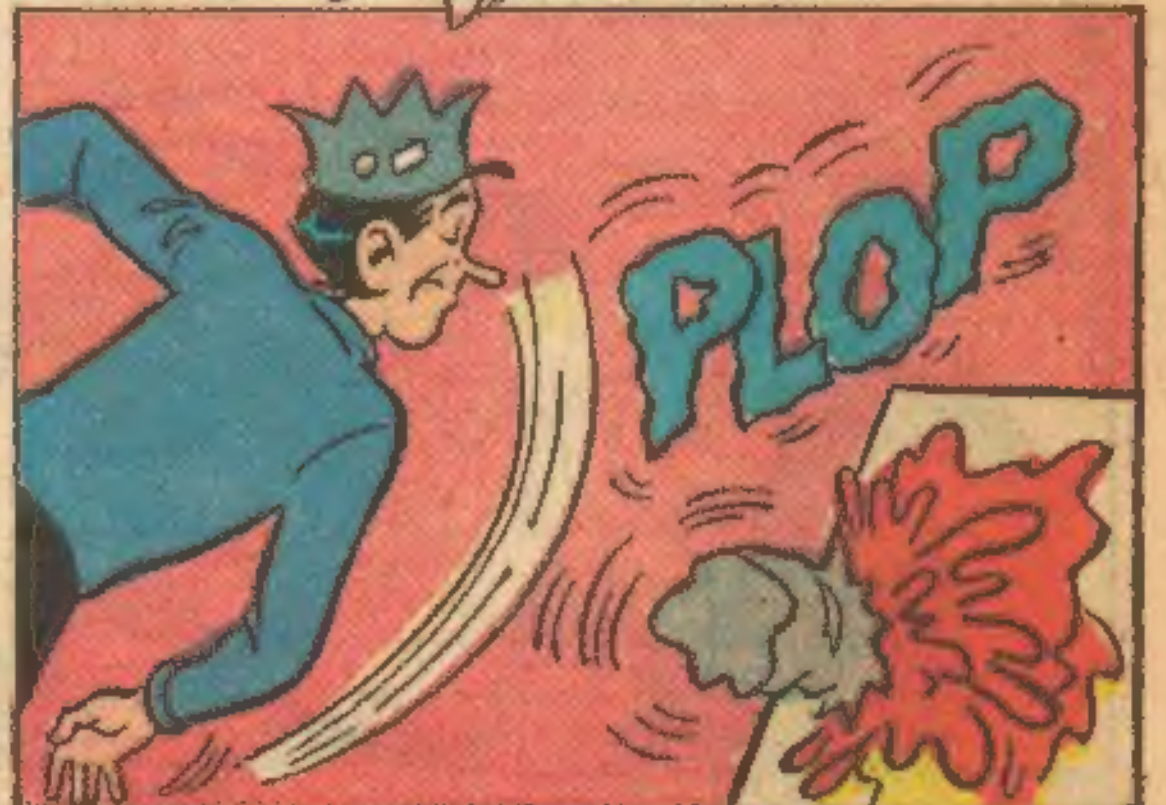
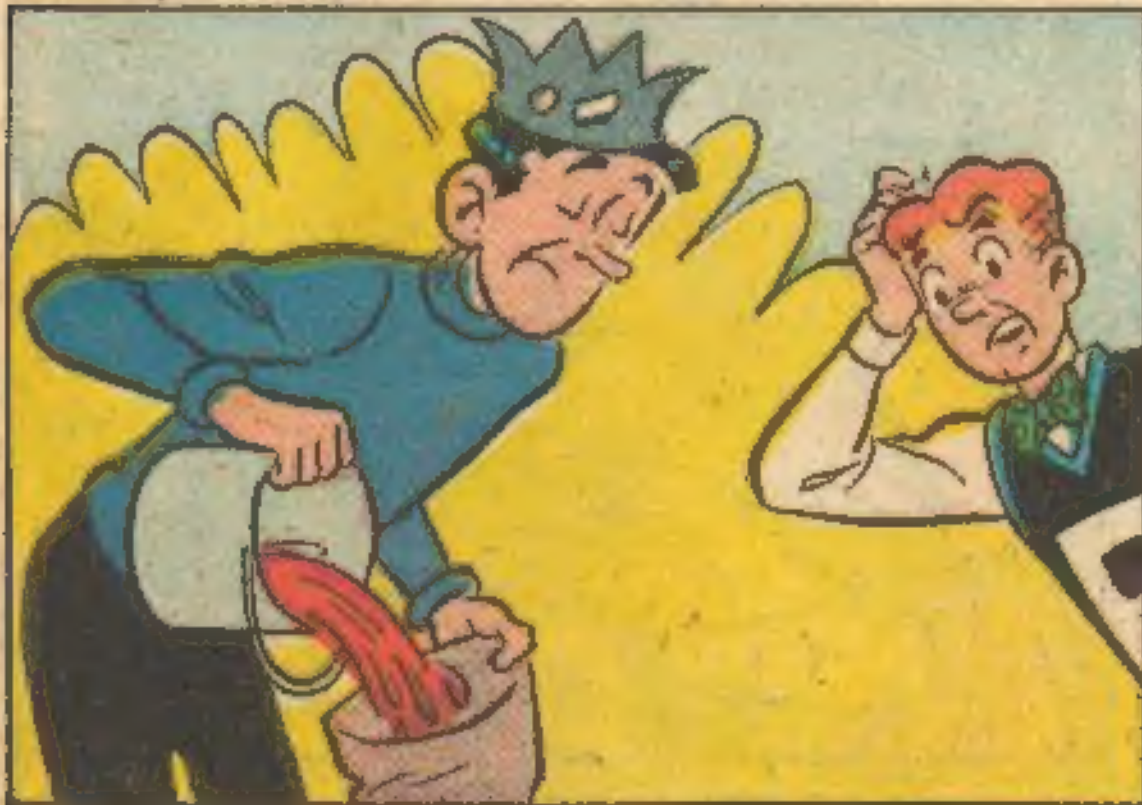
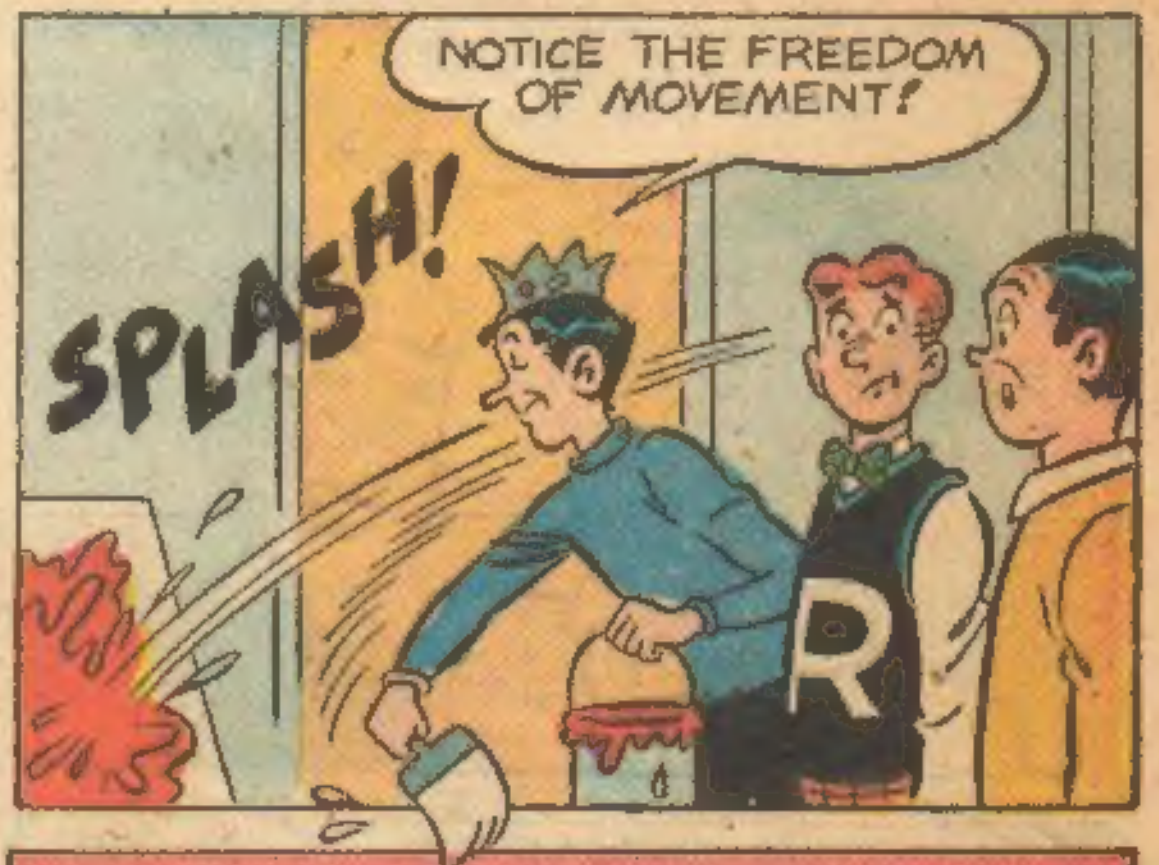
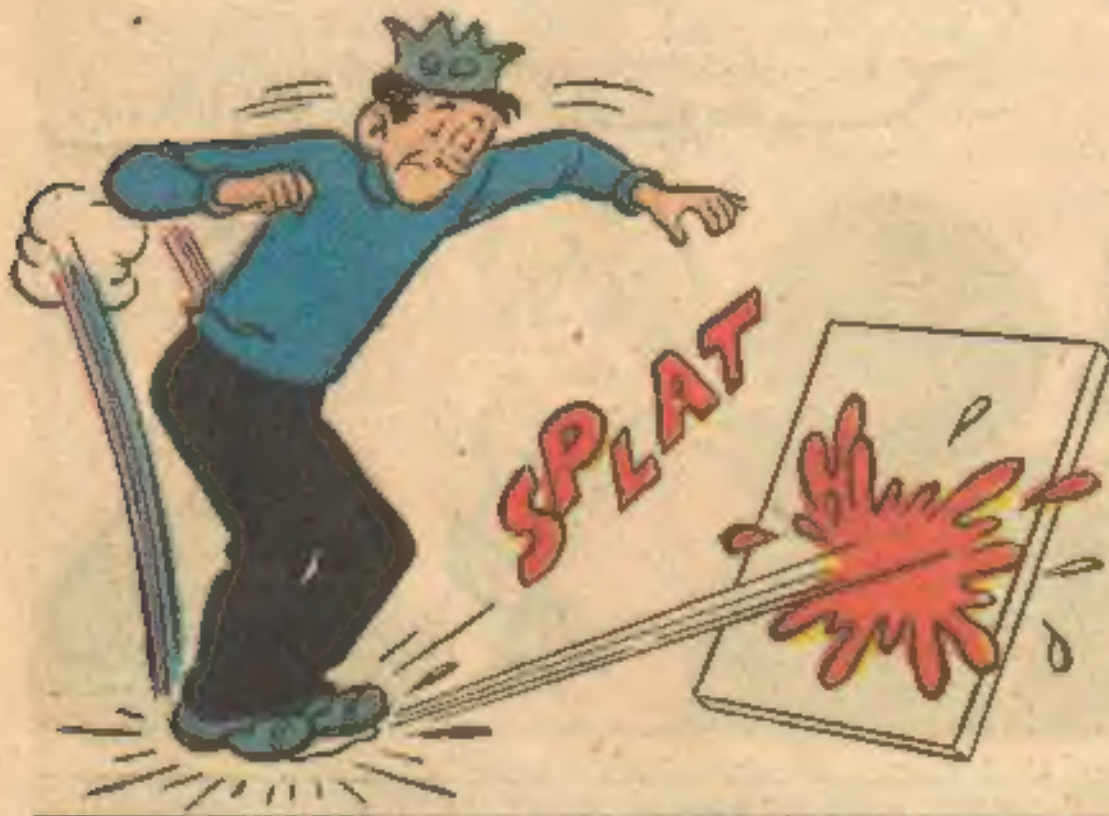
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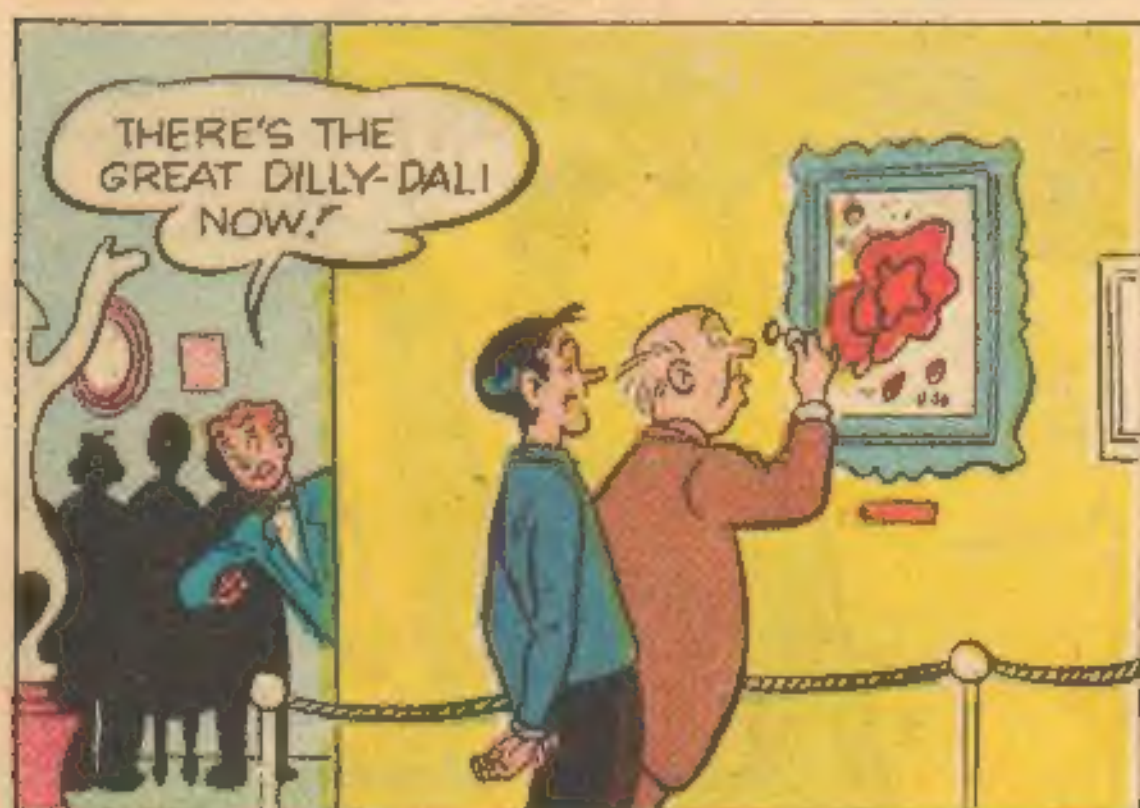
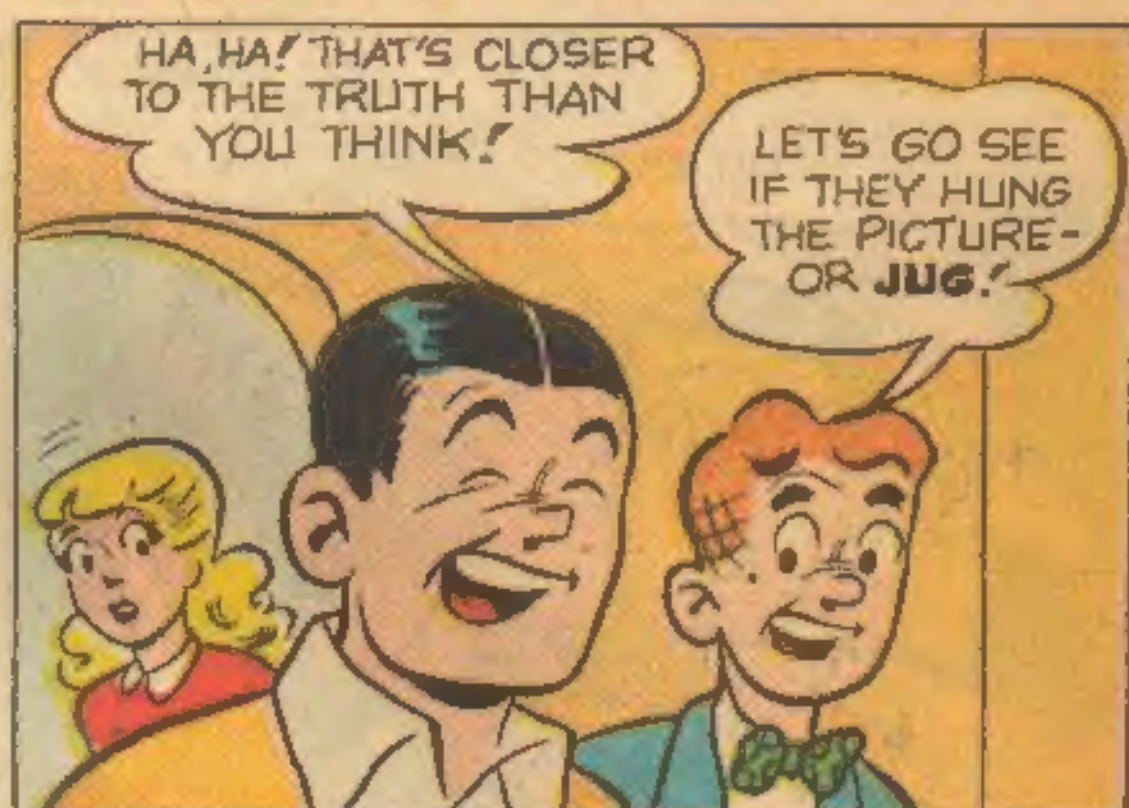


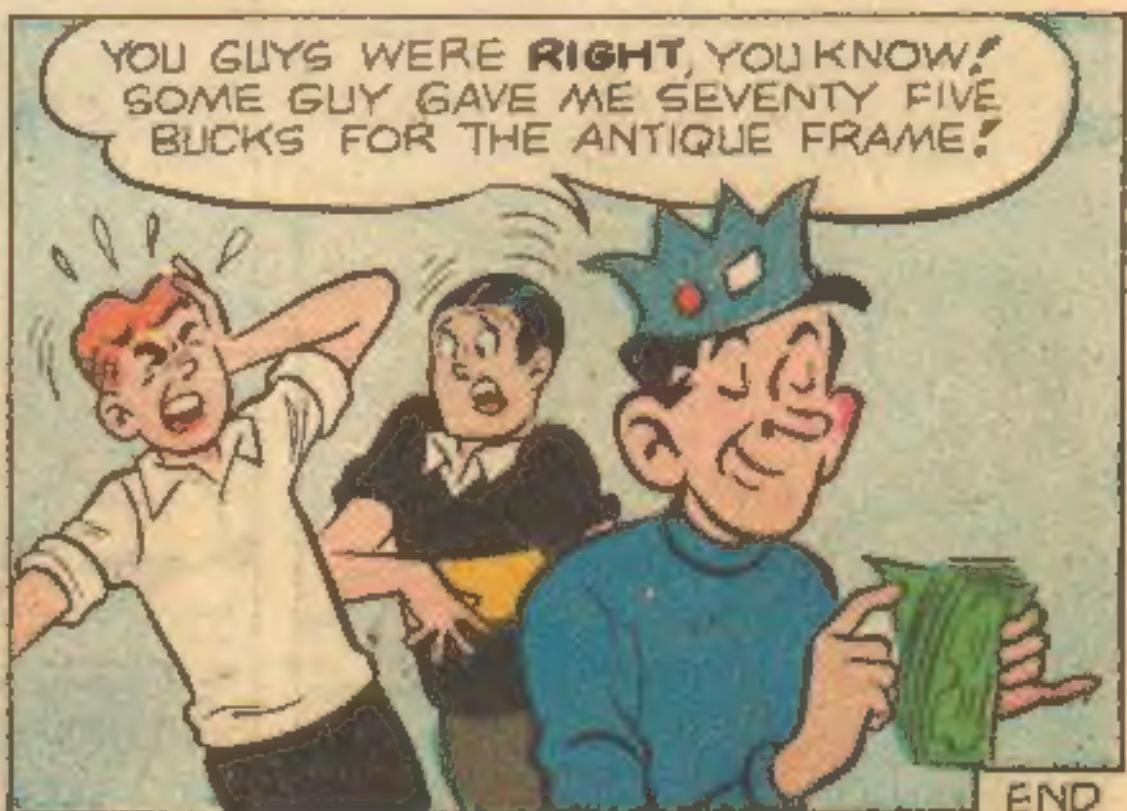


ARCHIE COMICS ARE COMICAL COMICS



NEXT DAY





Jughead

THERE! THAT SHOULD MAKE THE POST OFFICE CLERKS HANDLE YOUR PACKAGE CAREFULLY!

BUT THERE'S NO CHINA IN THERE! ONLY BOOKS!

WHO CARES? SO LONG AS IT GETS GENTLE HANDLING!

PACKAGE DEAL

NEXT WEEK

JUGHEAD, DON'T GET TRICKY WITH THE POST OFFICE AGAIN!

WHY? DID THEY FIND OUT IT WASN'T CHINA?

NO! THEY SENT IT THERE!

REGGIE

HAND SIGNALS

DON'T SIT SO FAR AWAY, MIDGE BABY! WE'RE NO STRANGERS!

(GIGGLE!) ER-REGGIE! CAN YOU DRIVE WITH ONE HAND?

NOW YOU'RE TALKING MY LANGUAGE. SURE I CAN!

GOOD!

THEN WAVE TO MY BOY FRIEND, BIG MOOSE! --- HE'S RIGHT BEHIND US!

SHEAFFER'S

Feathertouch BALLPOINT



\$1.95

YOU'VE SEEN IT ON TV

Writing on a delicately balanced, flimsy "House of Cards." Now try it yourself and enjoy the "floating" feeling of ballpoint writing without pressure. Get Sheaffer's Feathertouch Ballpoint Pen wherever school supplies are sold.

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5 TIMES LONGER
THAN ORDINARY
BALLPOINTS**

Blue, red, black, green or purple ink. Your choice of medium or fine point. **SAVE UP TO \$2.00** on original purchase alone—amount you might ordinarily spend on refills for "skinny unit" ballpoints.



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20 CHIC SMART
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\$3.95

USED DRESSES ASSORTED in
SILK WOOL, COTTON & RAYON
ALL SIZES in GOOD CONDITION

**FREE GIFT
WITH EVERY ORDER!**



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IF NOT SATISFIED**

**MAIL ORDER MART
199 Sackett St., Bklyn 31, N.Y.**

Dept.
AC3

Enclosed find \$1.00 Deposit. I will pay postman COD balance PLUS postage.

Name

Address

City State

ITEM	SIZE	PRICE

\$1 deposit must accompany order!

**12 CHILDREN'S
DRESSES**

\$3.45



**COLORFUL, WASHABLE,
USED DRESSES — ALL IN
READY TO WEAR
CONDITION!**

WHY PAY MORE!

children grow out of their clothes faster than they can wear them out! Now—on a money back guarantee—you can supply your child with a complete wardrobe for the PRICE OF ONE DRESS!

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**WITH EVERY ORDER!
MAIL COUPON TODAY!**

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206 DeGraw Street, B'klyn 31, N.Y.

SIZES 1-6X...\$3.45, SIZES 7-14...\$3.95

AGE	SIZE	PRICE

Name

Address

City Zone State

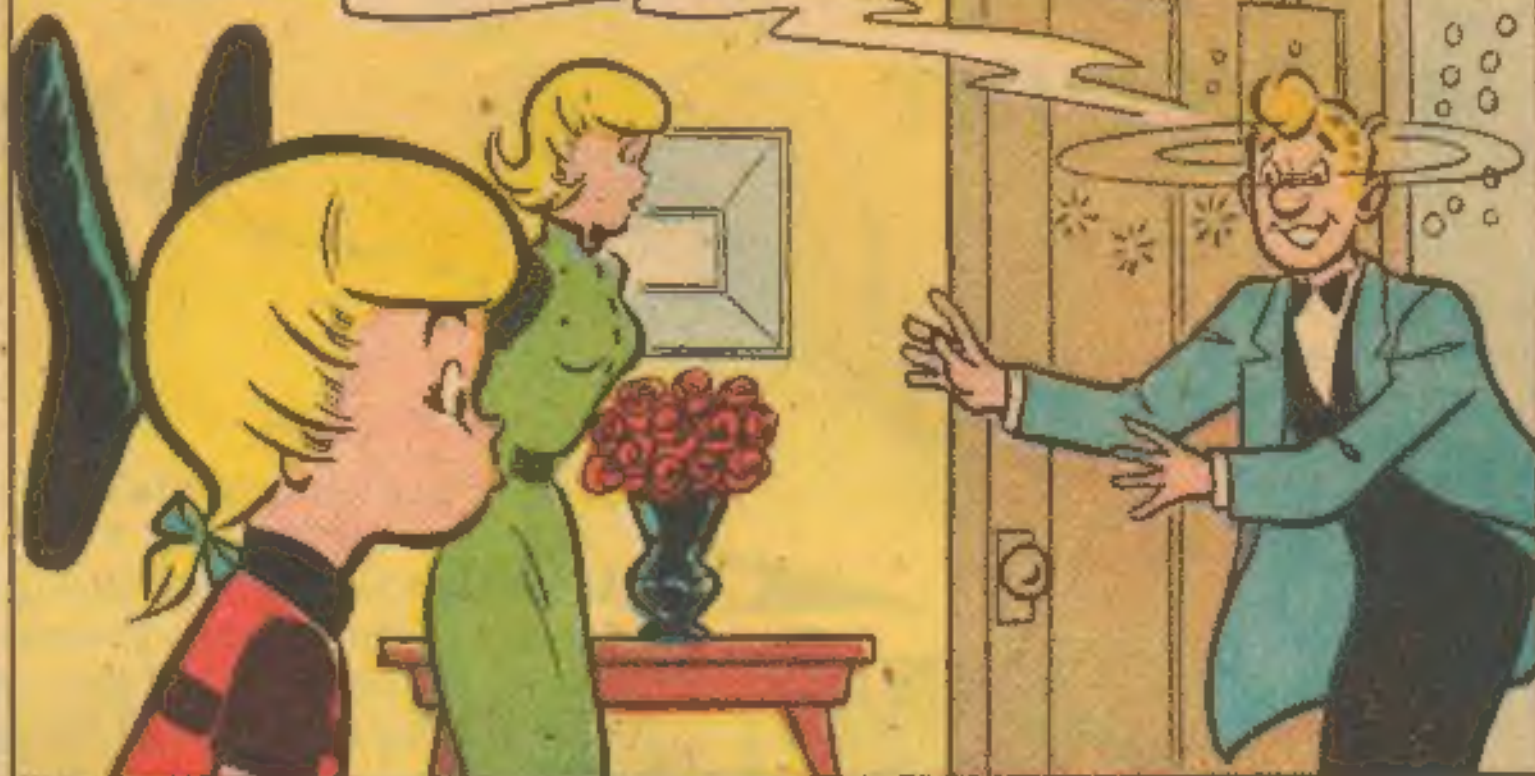
\$1 deposit must accompany order!

Lil Jinx

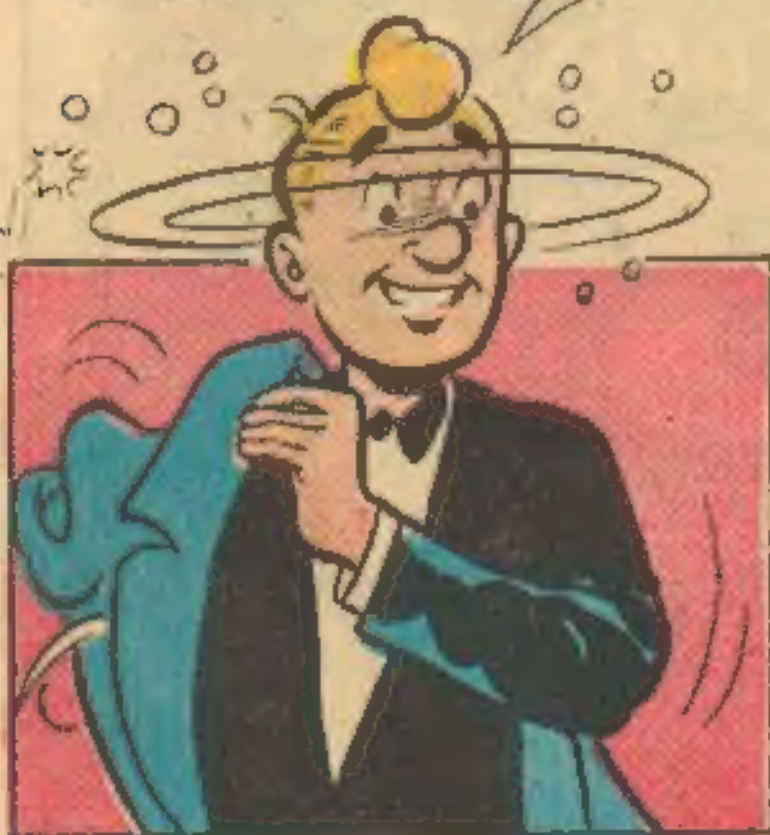
by JOE EDWARDS

"COLOR
T.V."

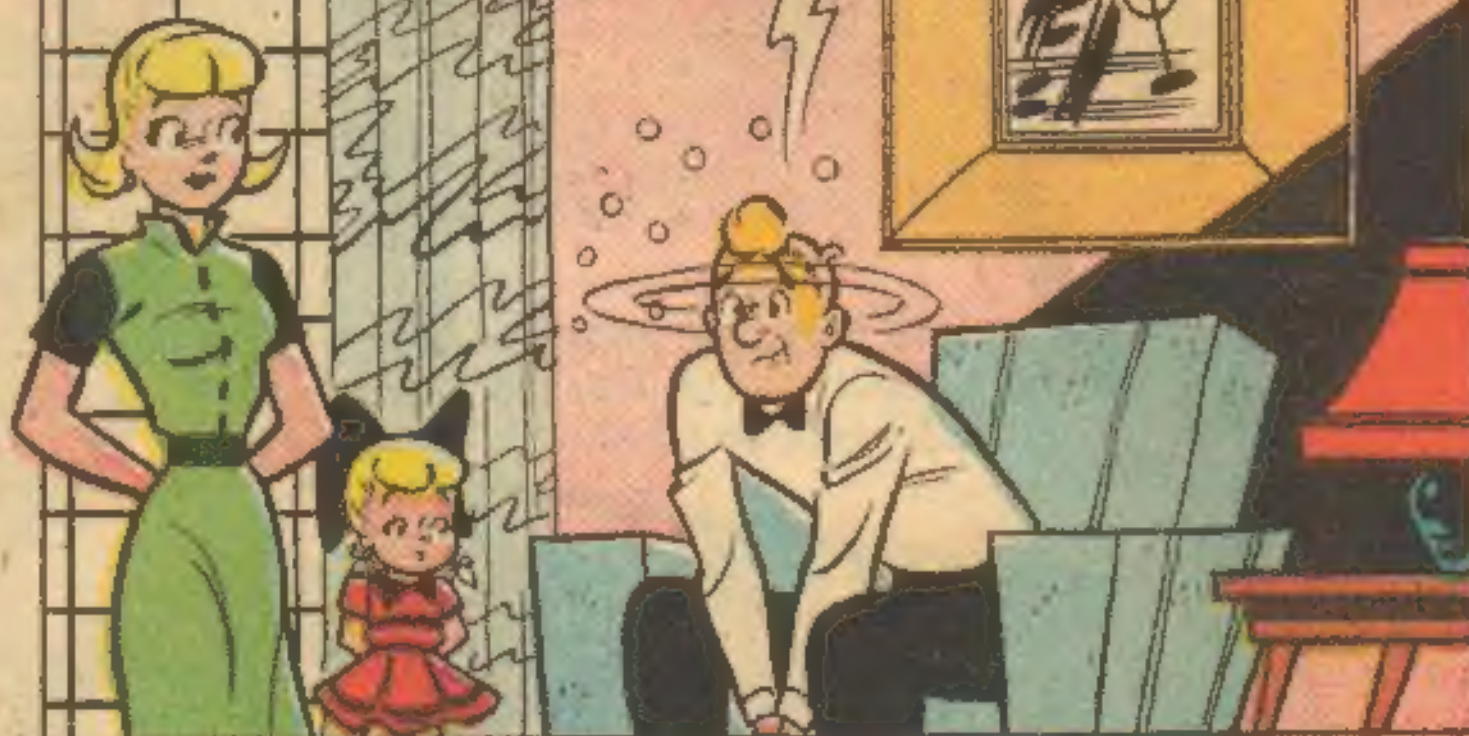
I SAW THE MOST
MARVELOUS THING IN
THE STORE WINDOW! A
COLOR T.V. SET!



YOU SHOULD HAVE SEEN
HOW **BRILLIANT** THE
COLORS WERE!



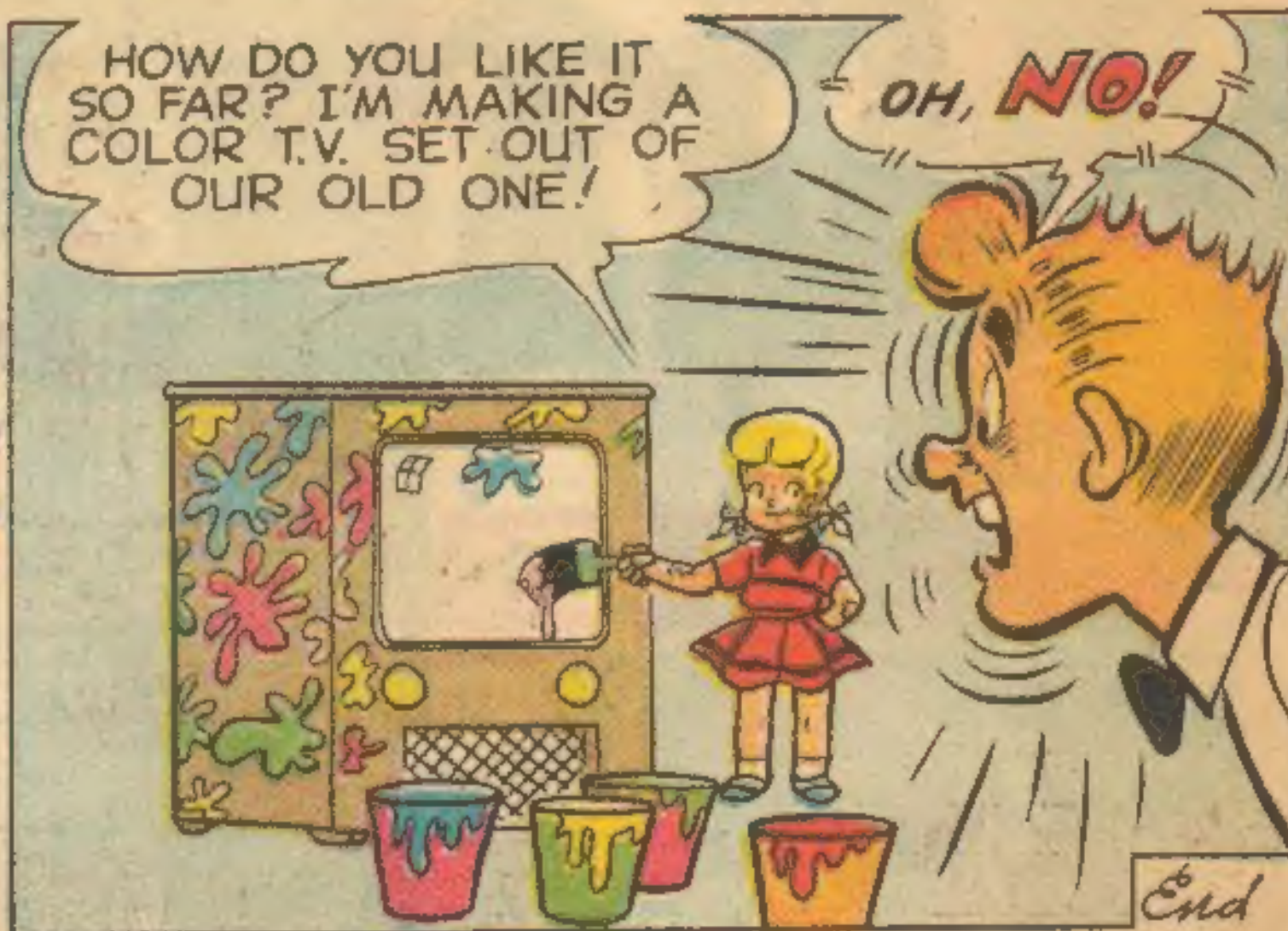
(SIGH) I **WISH WE HAD A COLOR T.V. SET!** BUT I GUESS WE'LL HAVE TO
BE SATISFIED WITH OUR OLD
BLACK AND WHITE!



TSK TSK
POOR
DADDY!



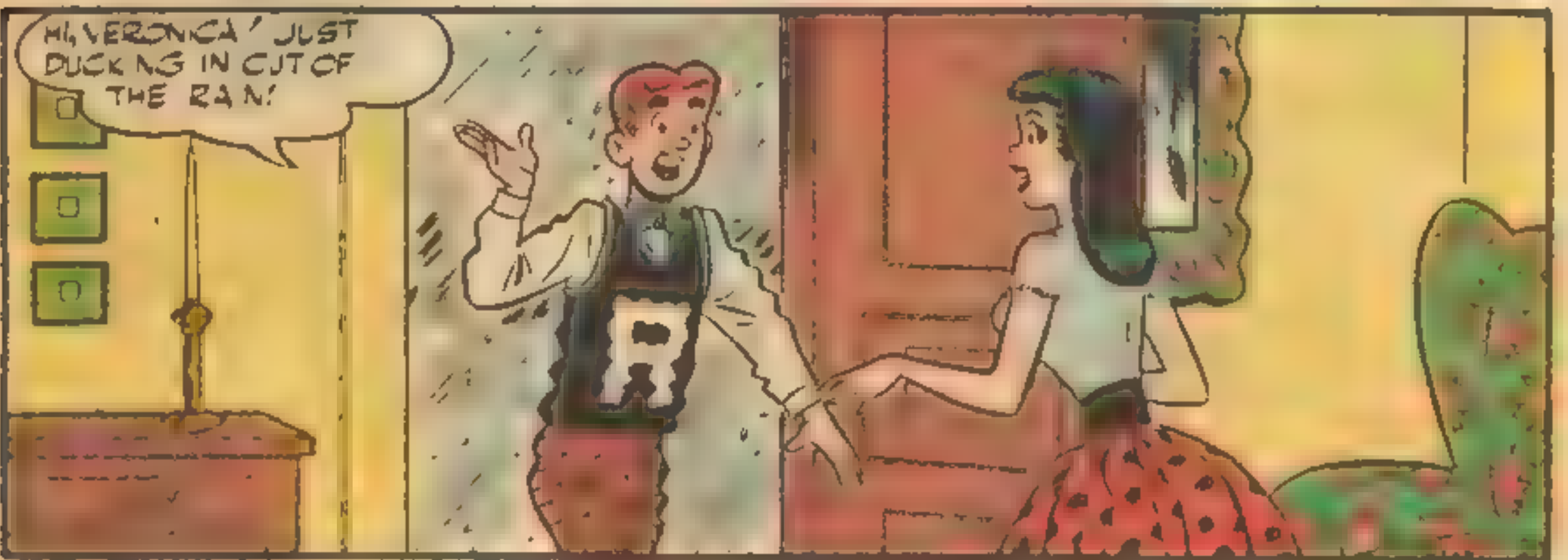
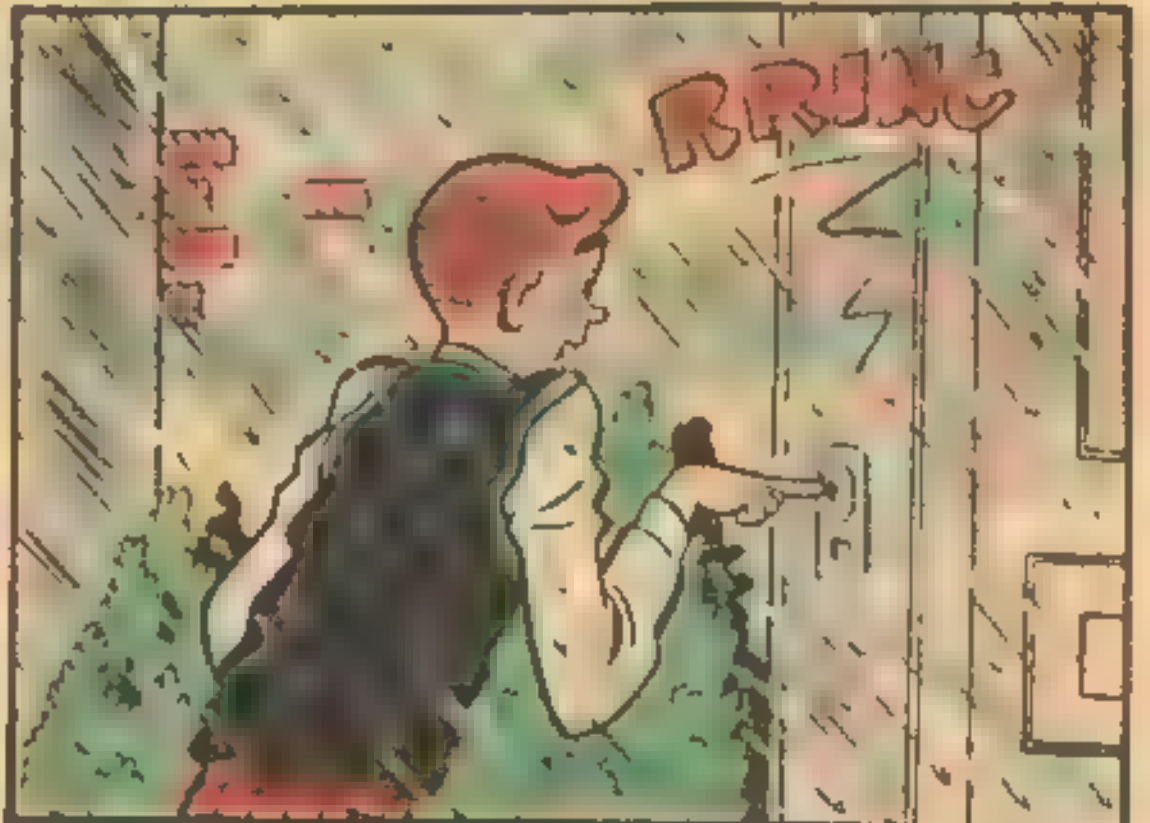
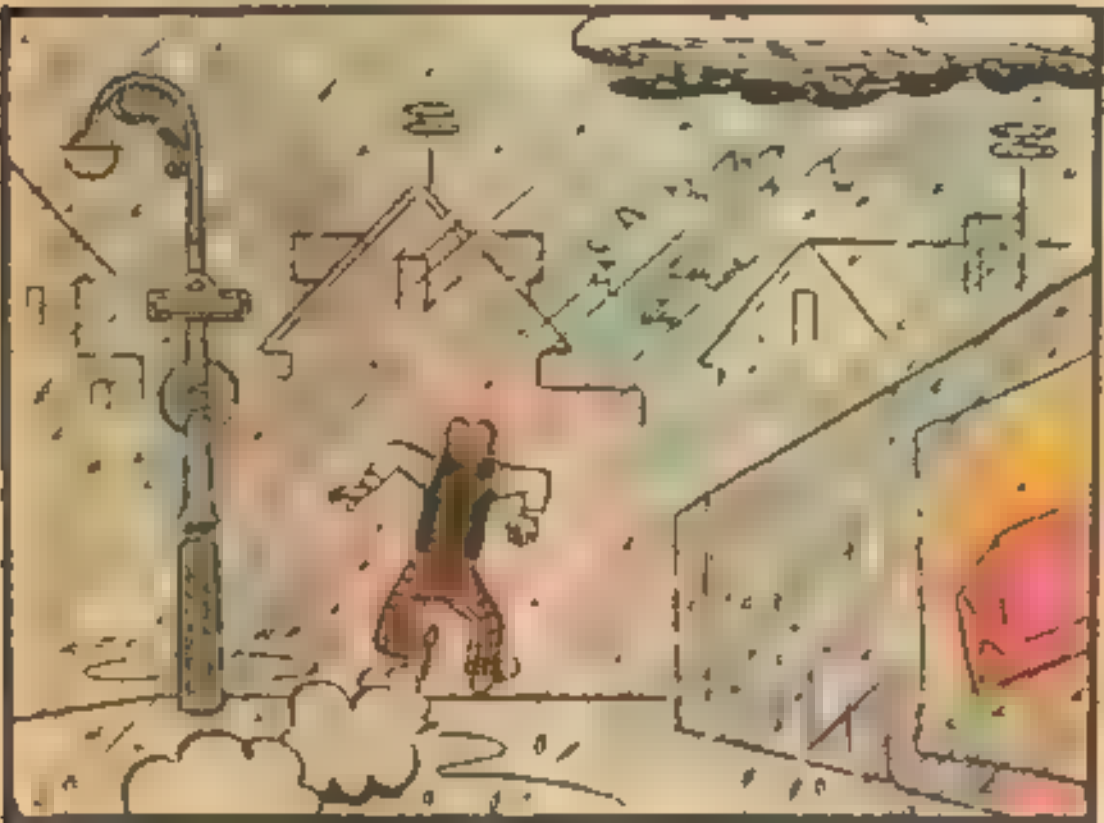
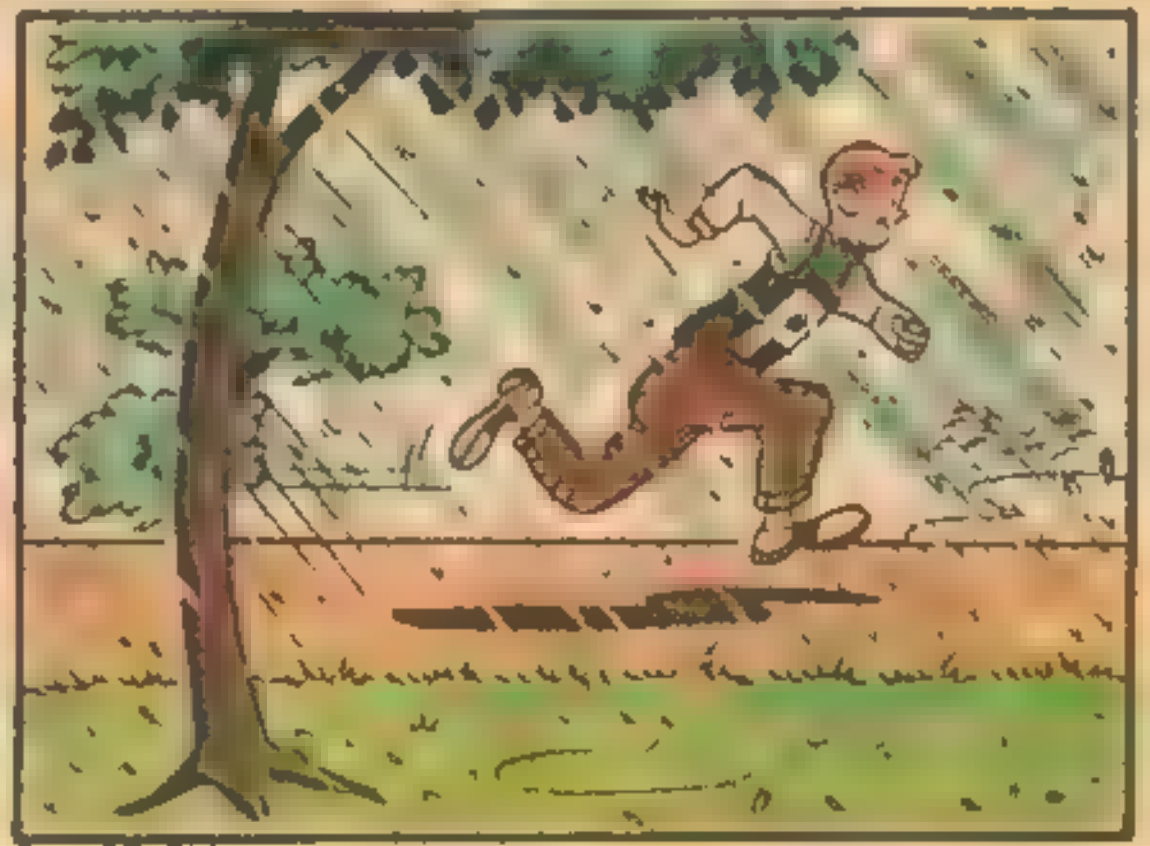
HOW DO YOU LIKE IT
SO FAR? I'M MAKING A
COLOR T.V. SET OUT OF
OUR OLD ONE!

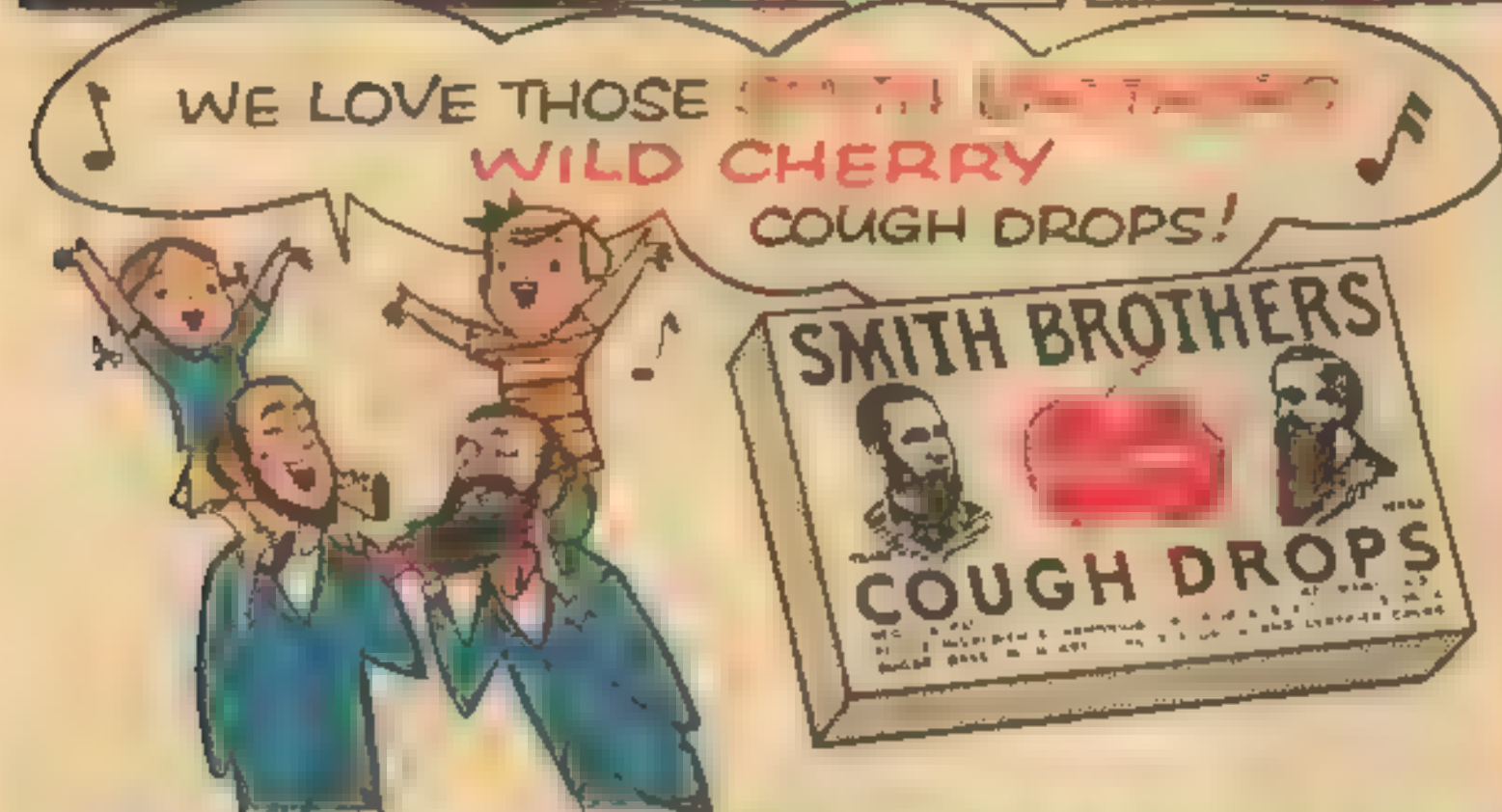
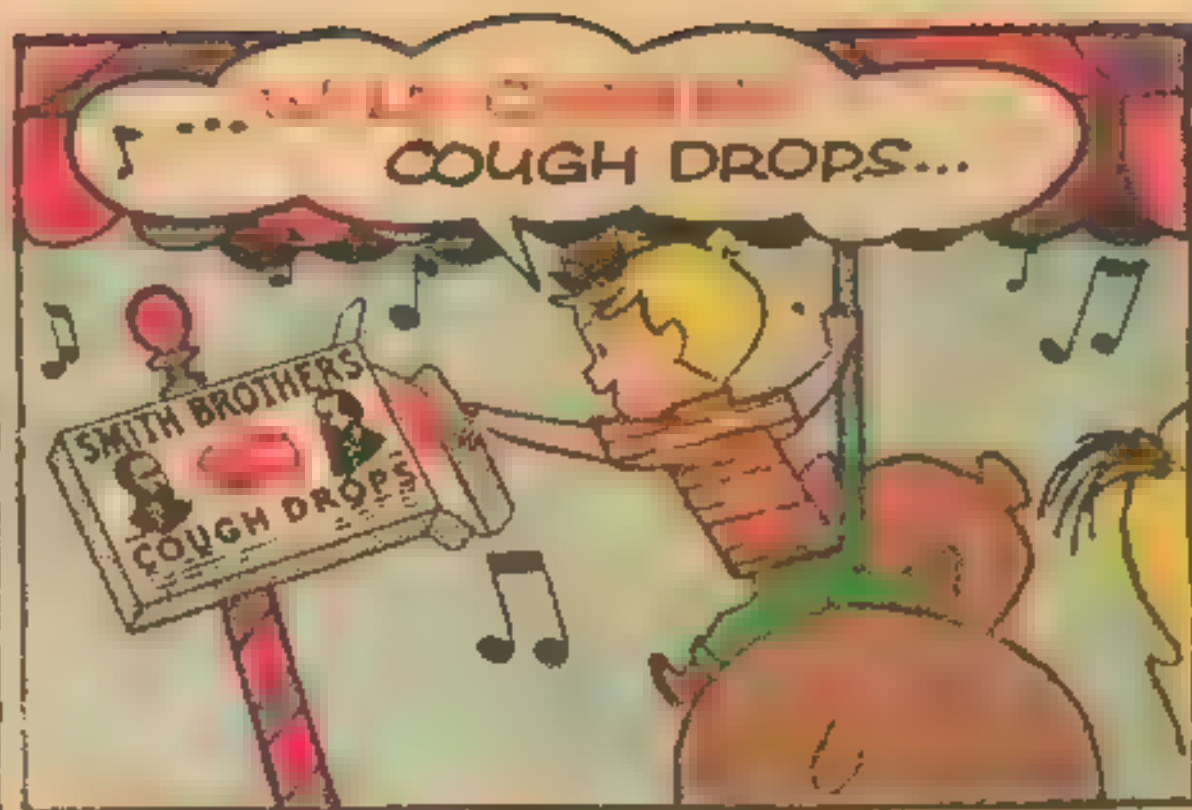


Archie



"JOURNEY'S END!"





FAST COUGH RELIEF- AND DEE-LICIOUS TOO!

For really quick relief — this is it! And are they good — tantalizing Wild Cherry flavor that everybody loves. So get Smith Brothers Wild Cherry Cough Drops today!

HAVE THE TIME OF YOUR LIFE ON CHICAGO ROLLER SKATES



Nothing in this world is easier
or as much fun as rink skating.
For extra excitement learn to dance
on roller skates. That is fun at its best.

Consult your rink manager
for the Chicago Skate best for you.
Send for "Secrets of Rink Skating"
booklet. Only 10¢ for postage and handling.



Chicago Roller Skates, 4432-C W. Lake, Chicago 24, Ill.
Please send me "Secrets of Rink Skating" booklet.
Valuable pointers and diagrams of skate dances.
Enclosed is 10¢ for postage and handling.

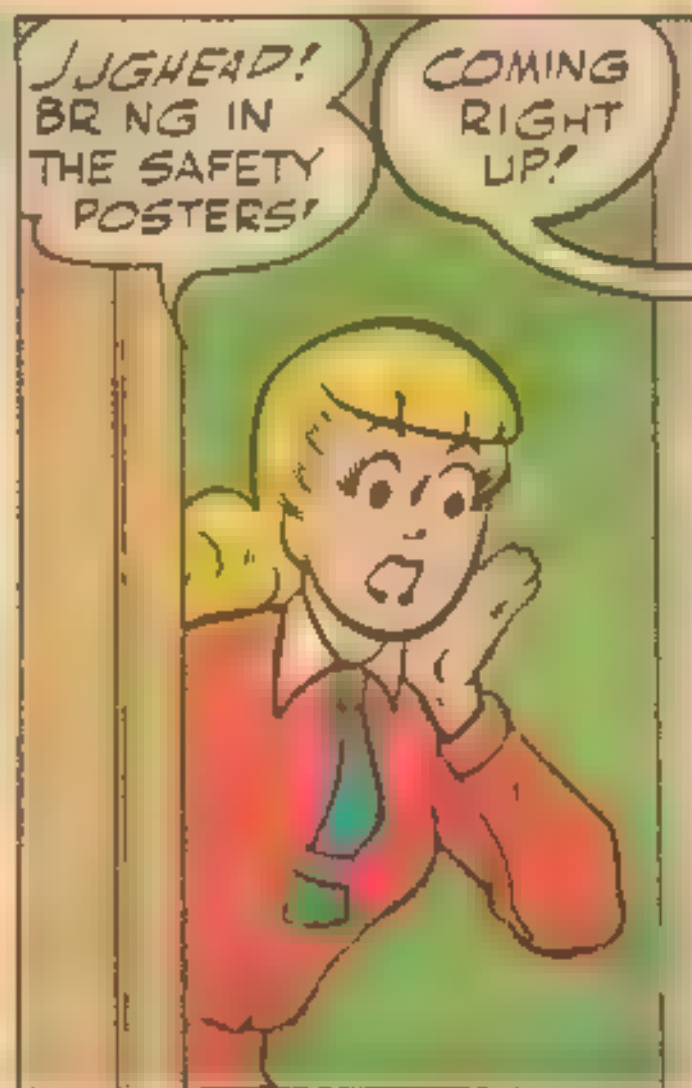
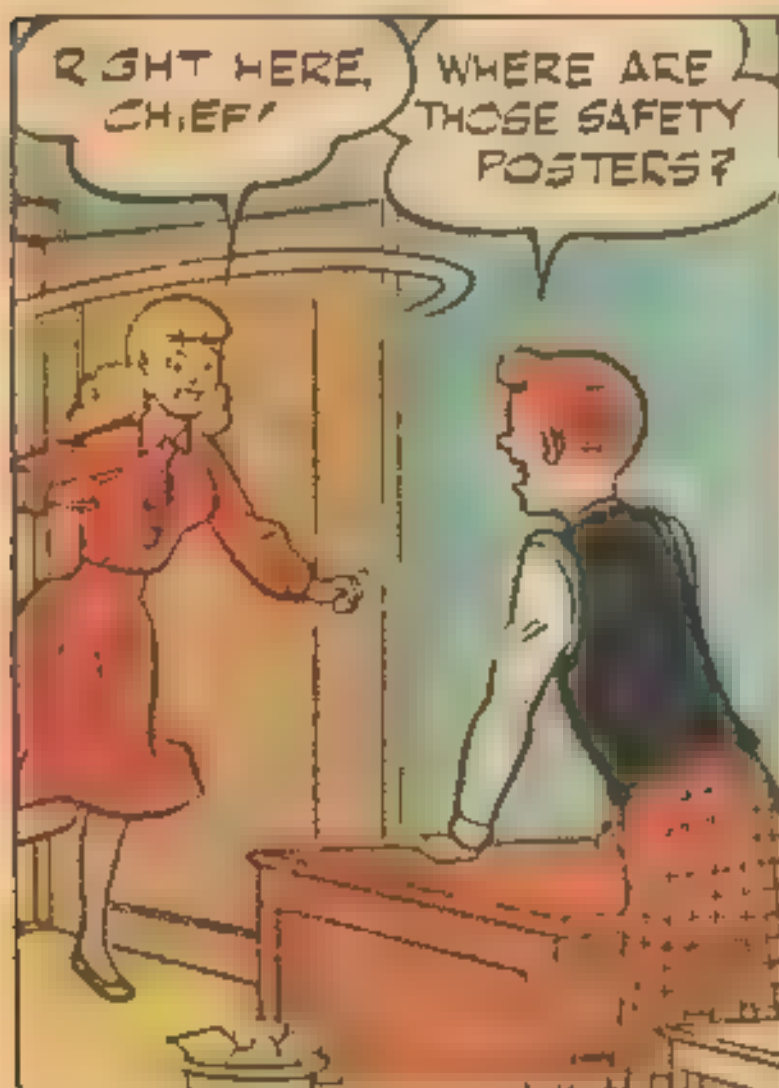
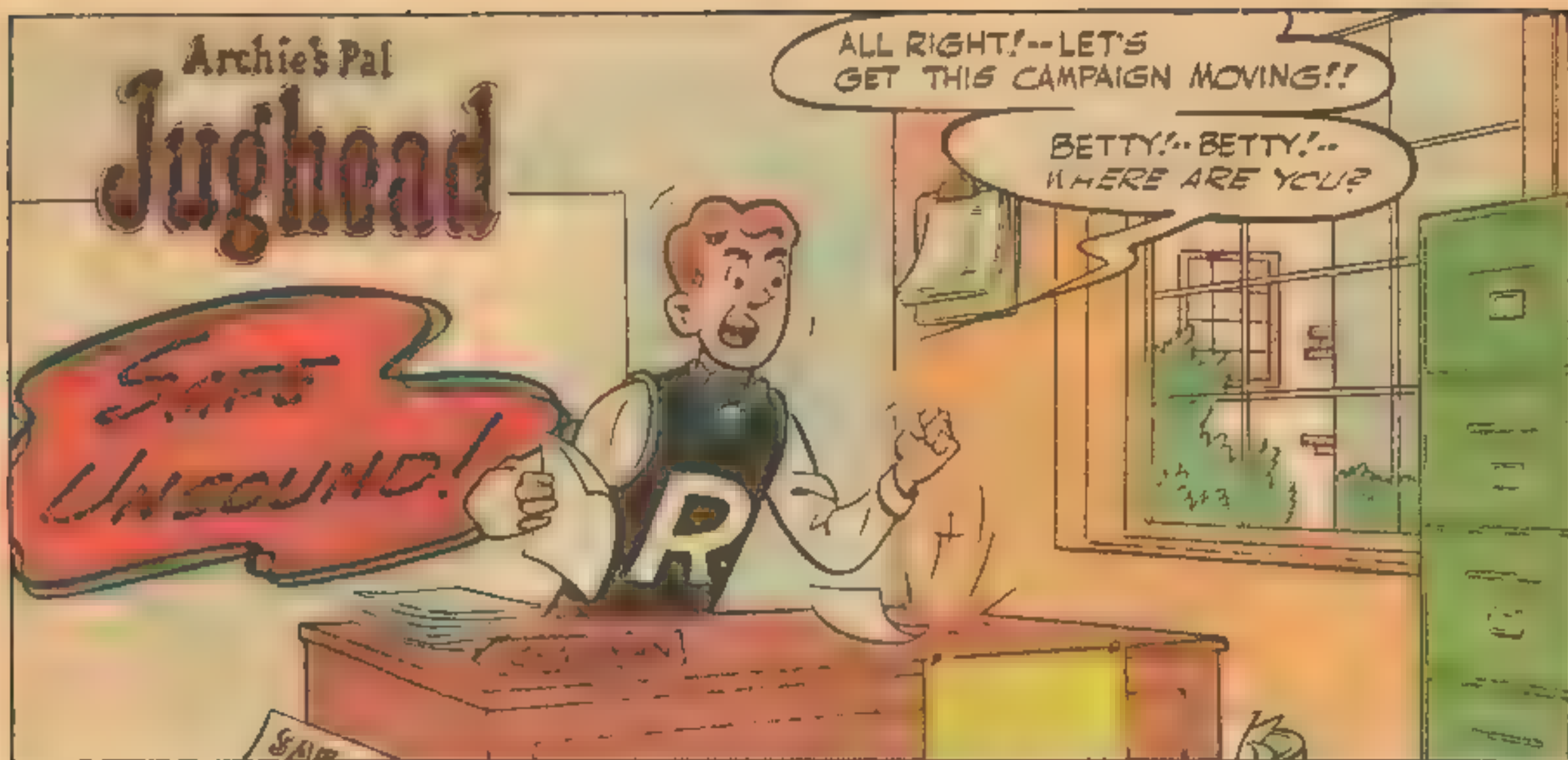
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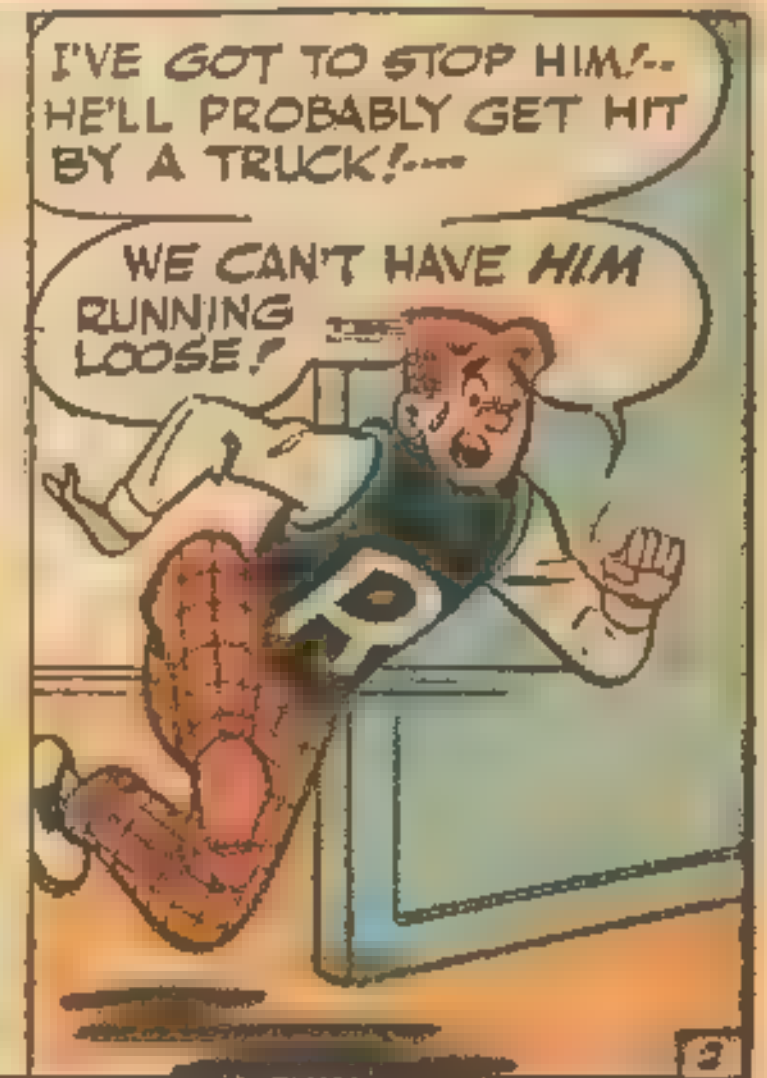
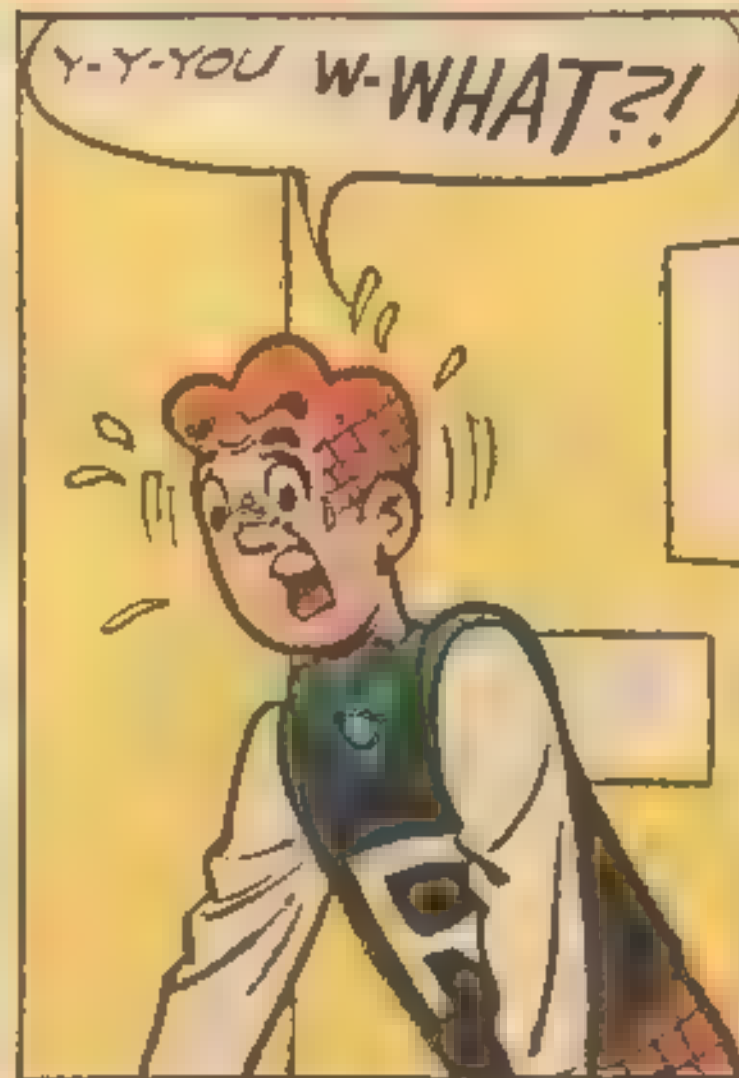
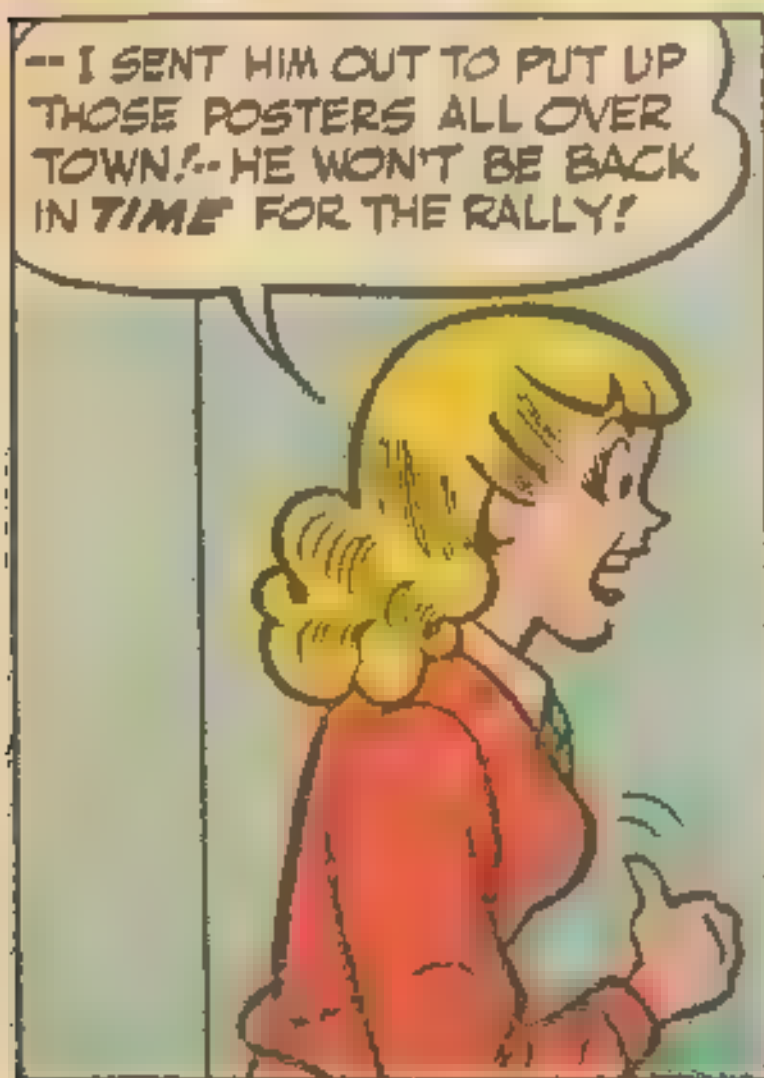
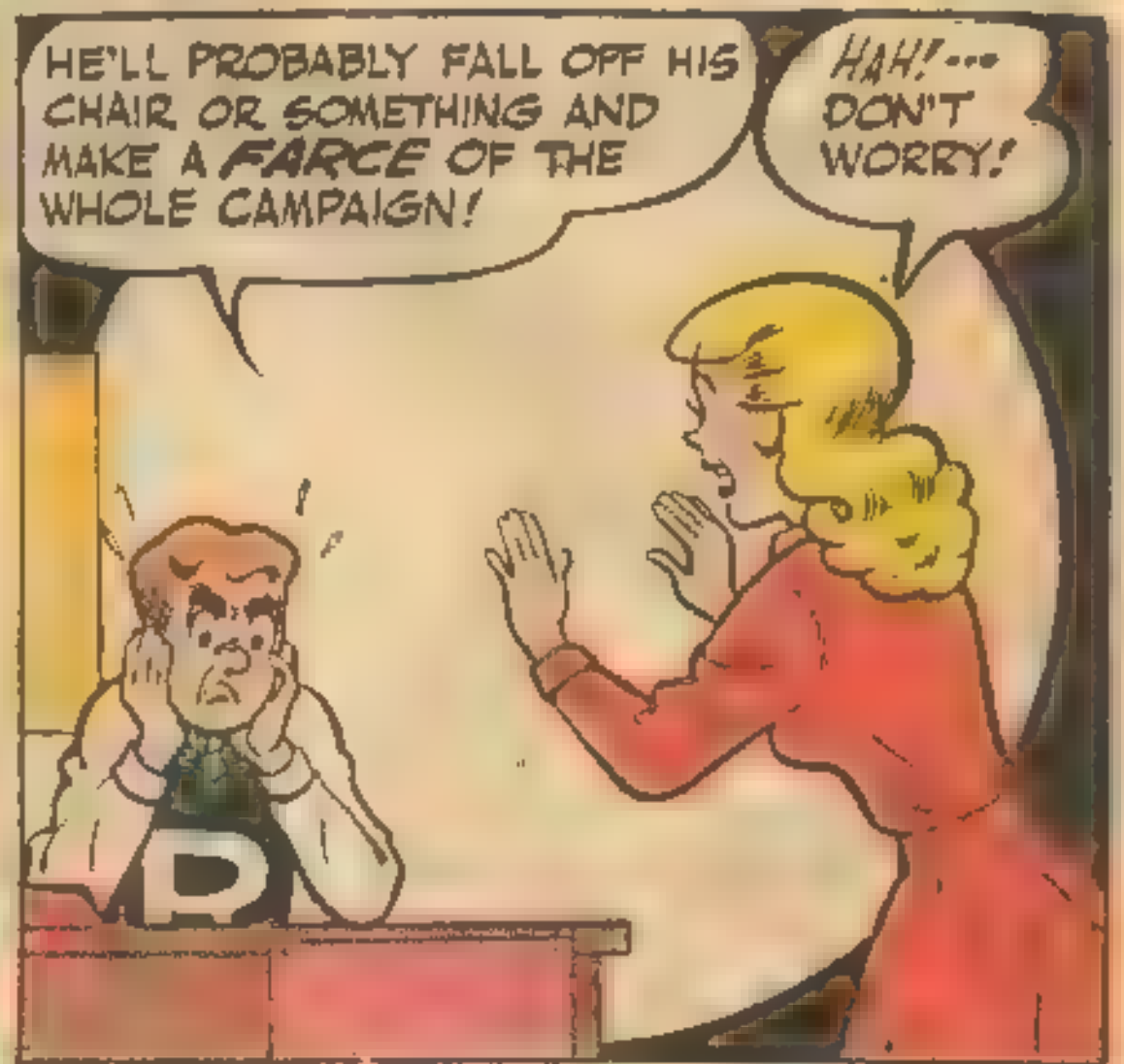
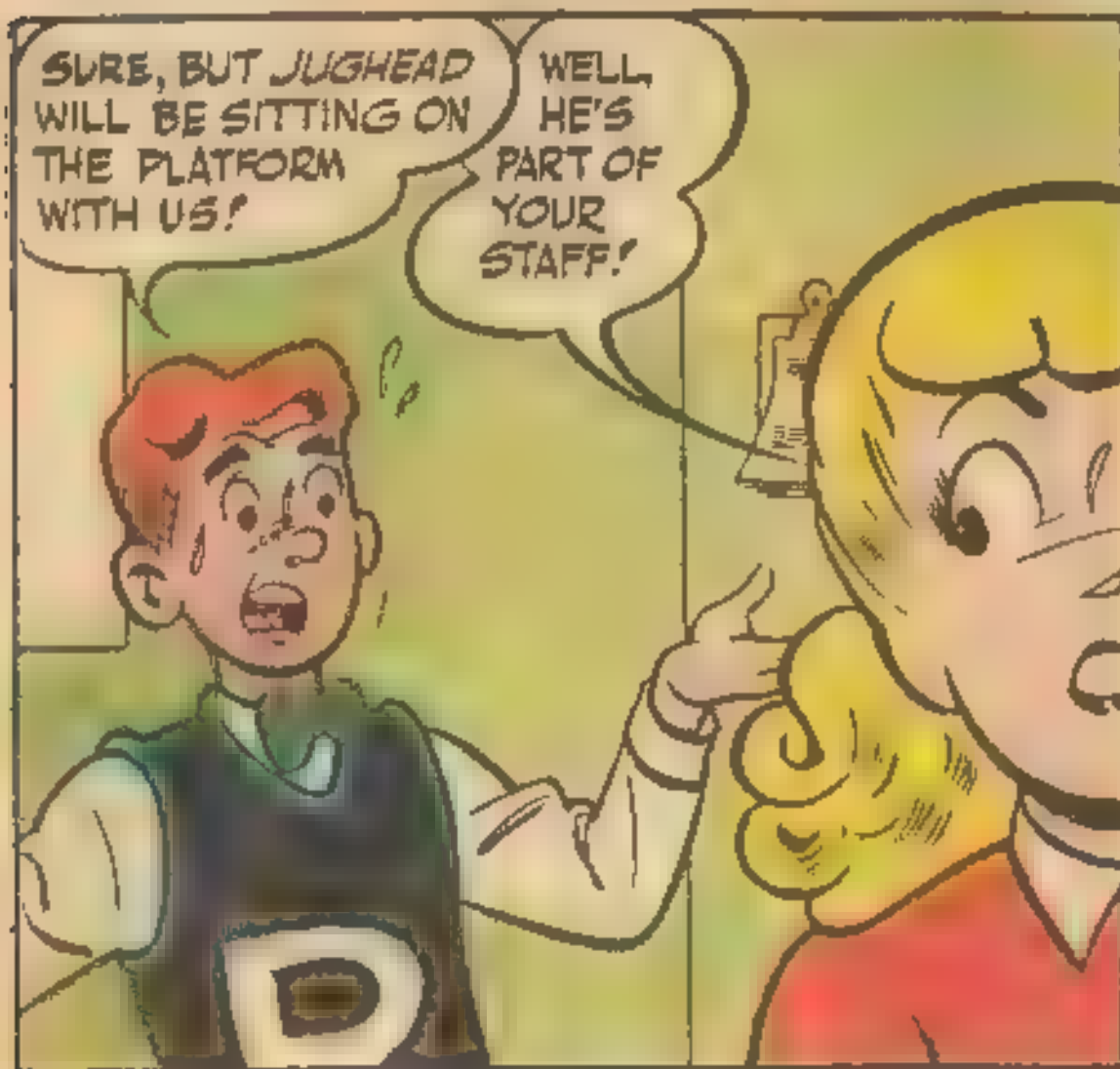
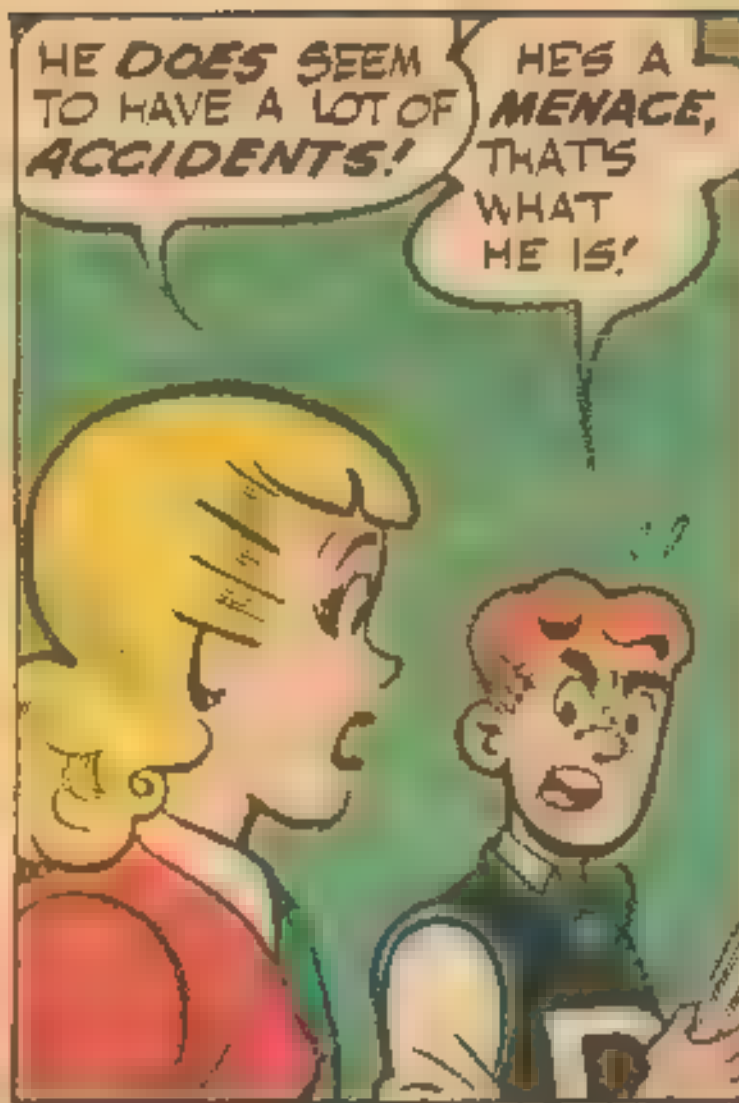


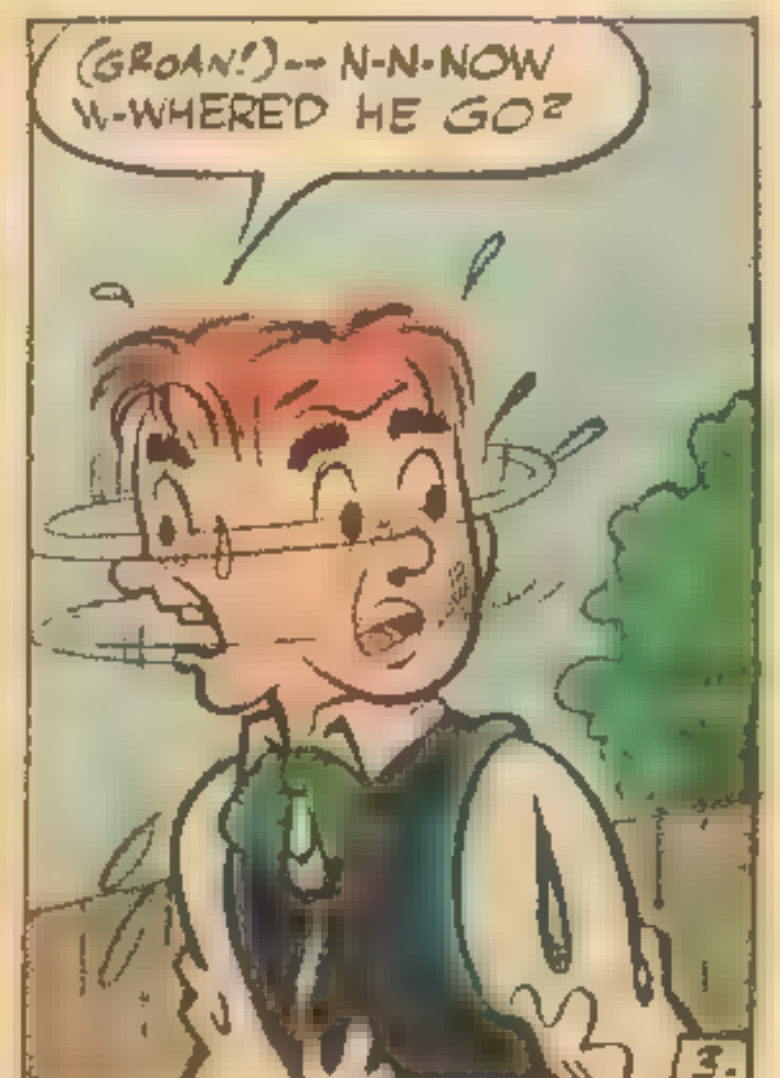
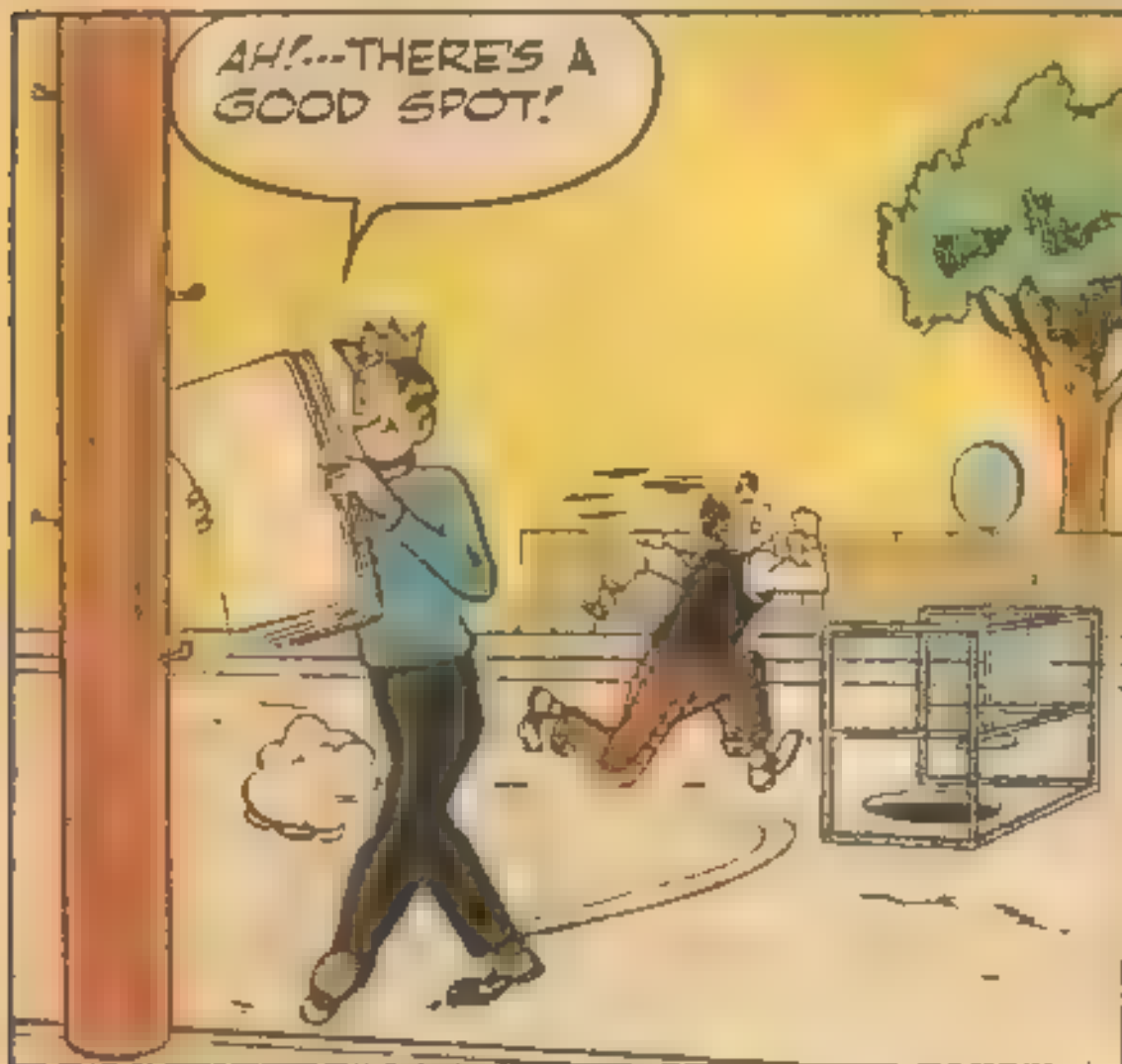
4432-C W. Lake,
Chicago 24, Ill.

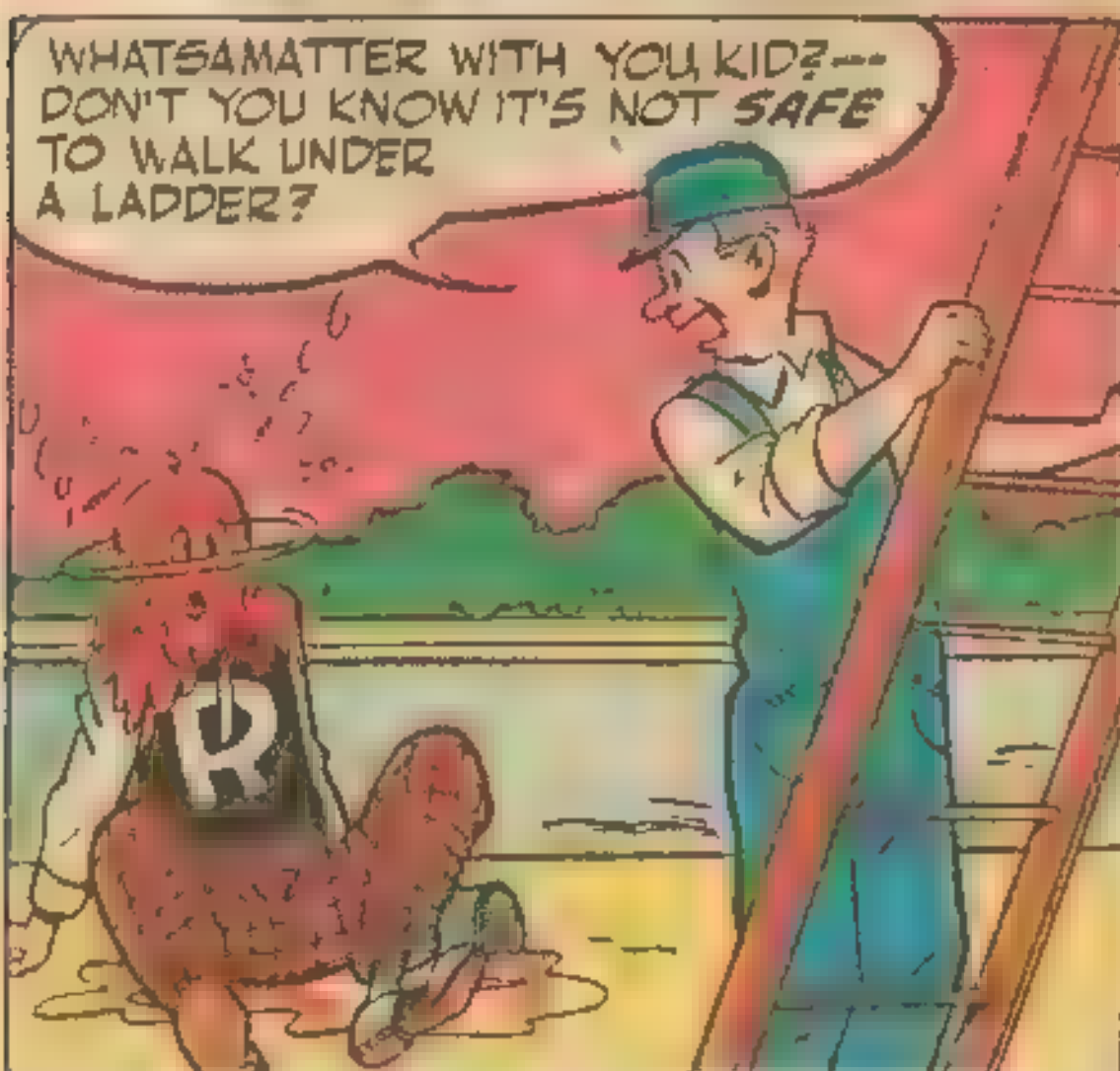
Manufacturers of Quality Rink and Sidewalk Skates for Over 50 Years

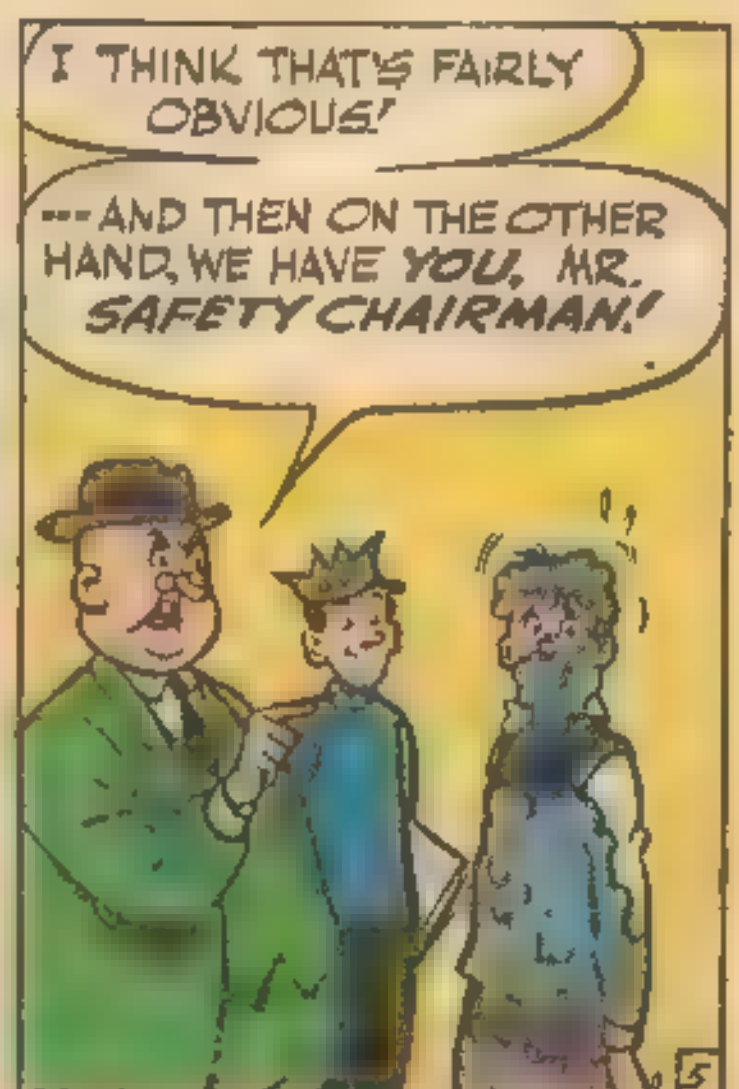
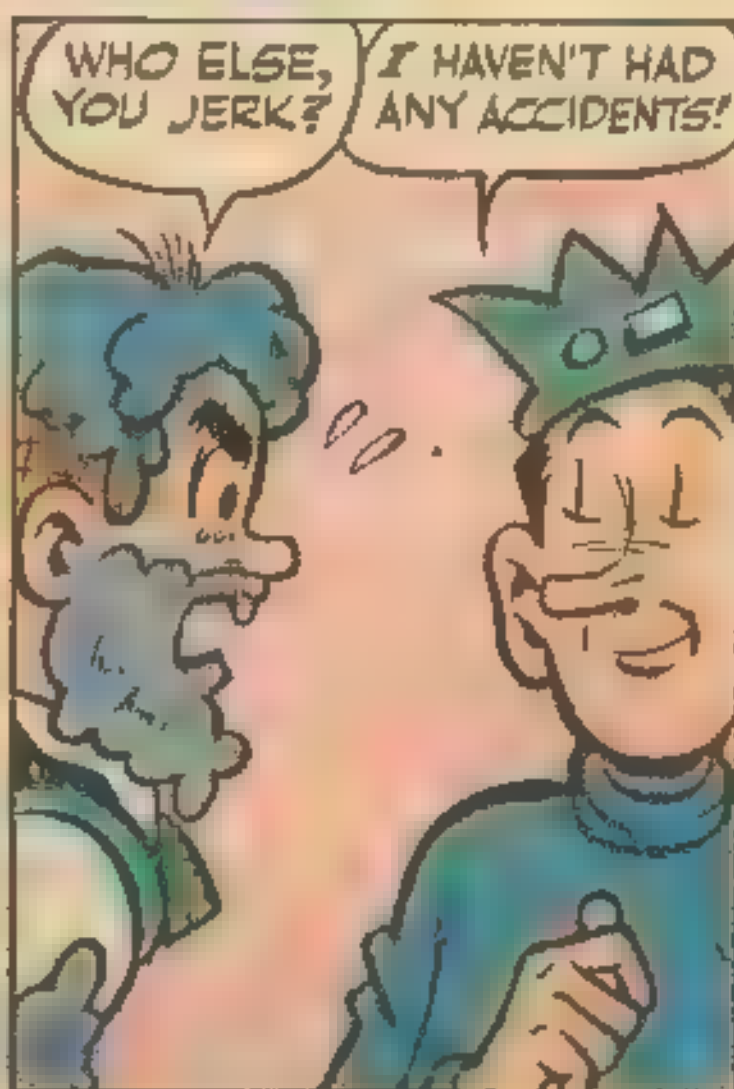
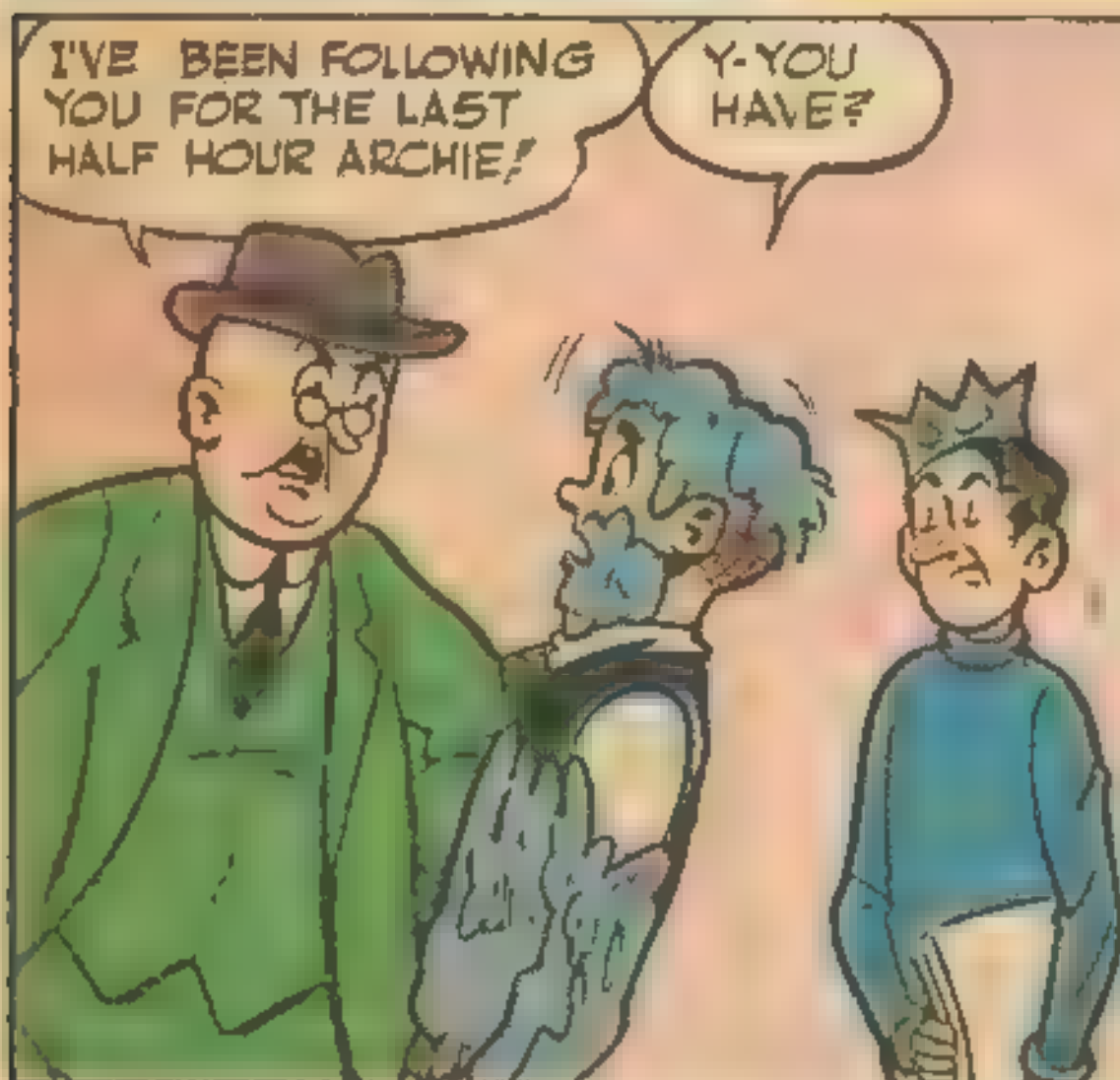
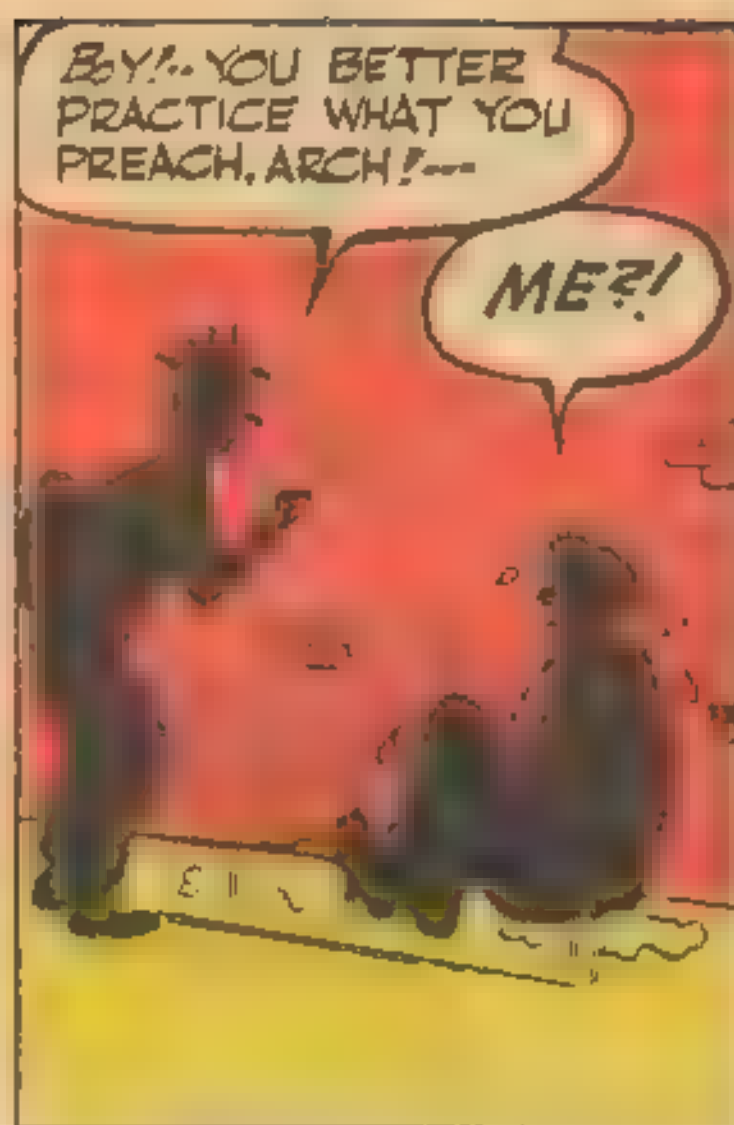
Chicago Roller Skates

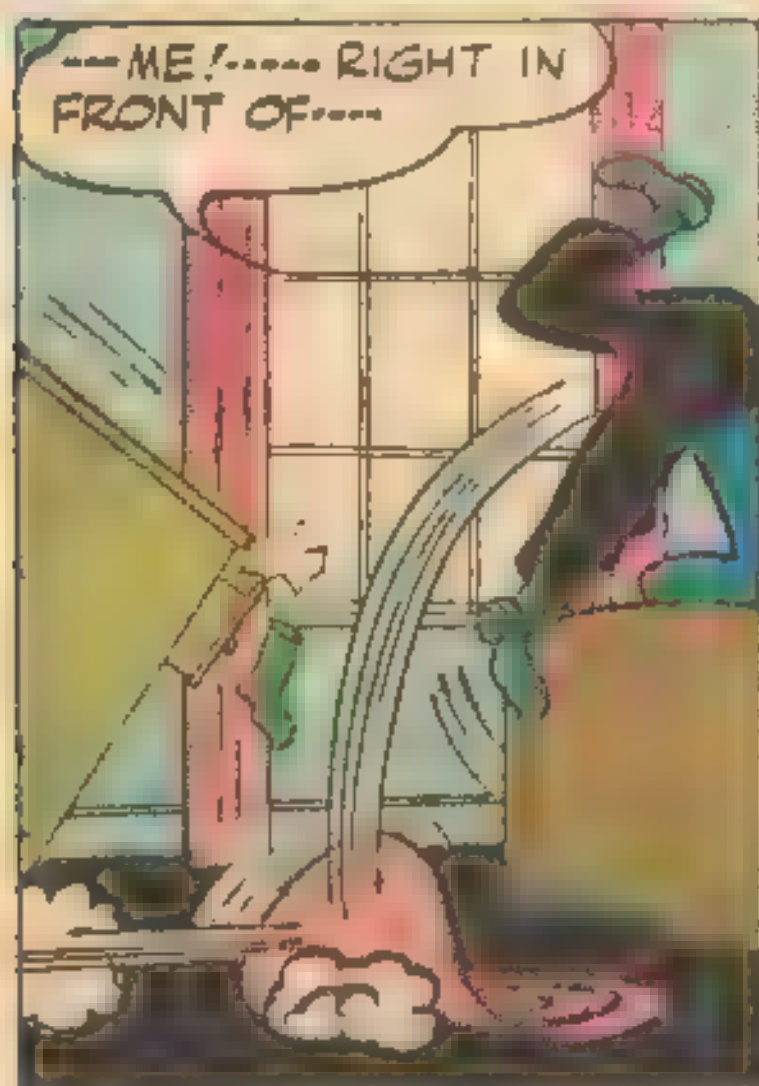
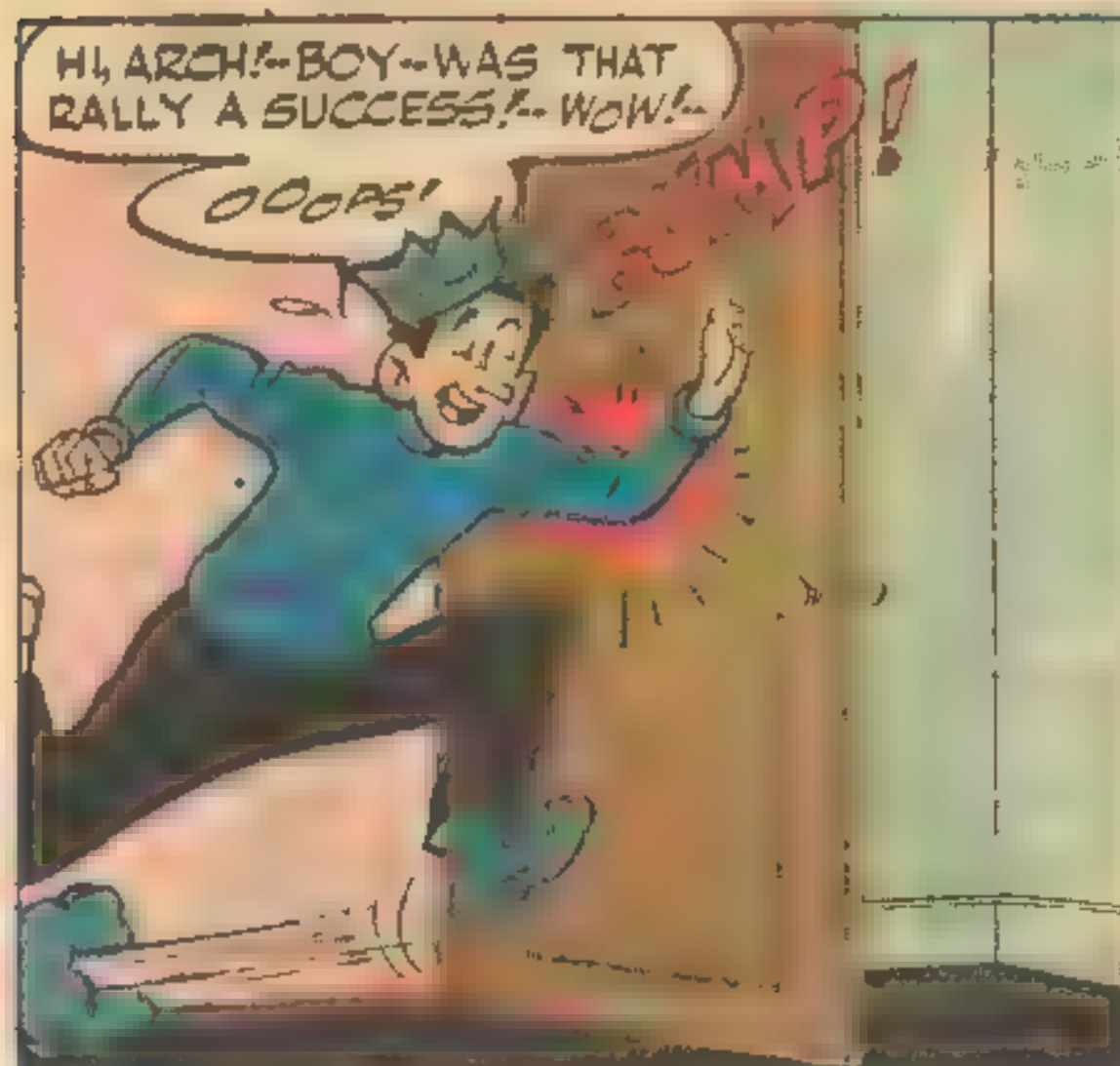
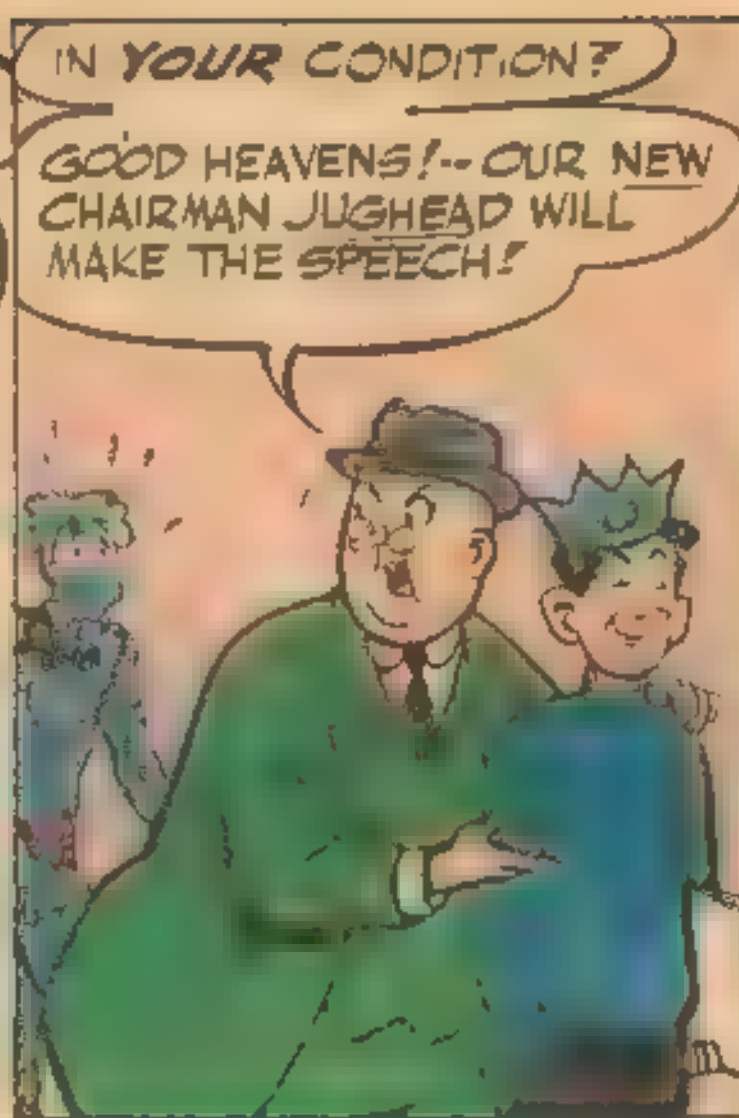












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SIZE!

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- ☐ ARCHIE'S PAL JUGHEAD ANNUAL #5
☐ BETTY & VERONICA ANNUAL #5

I AM ENCLOSING _____ IN COIN FOR EACH BOOK WHICH I HAVE CHECKED. SEND TO:
(PLEASE PRINT PLAINLY)

NAME _____

ADDRESS _____

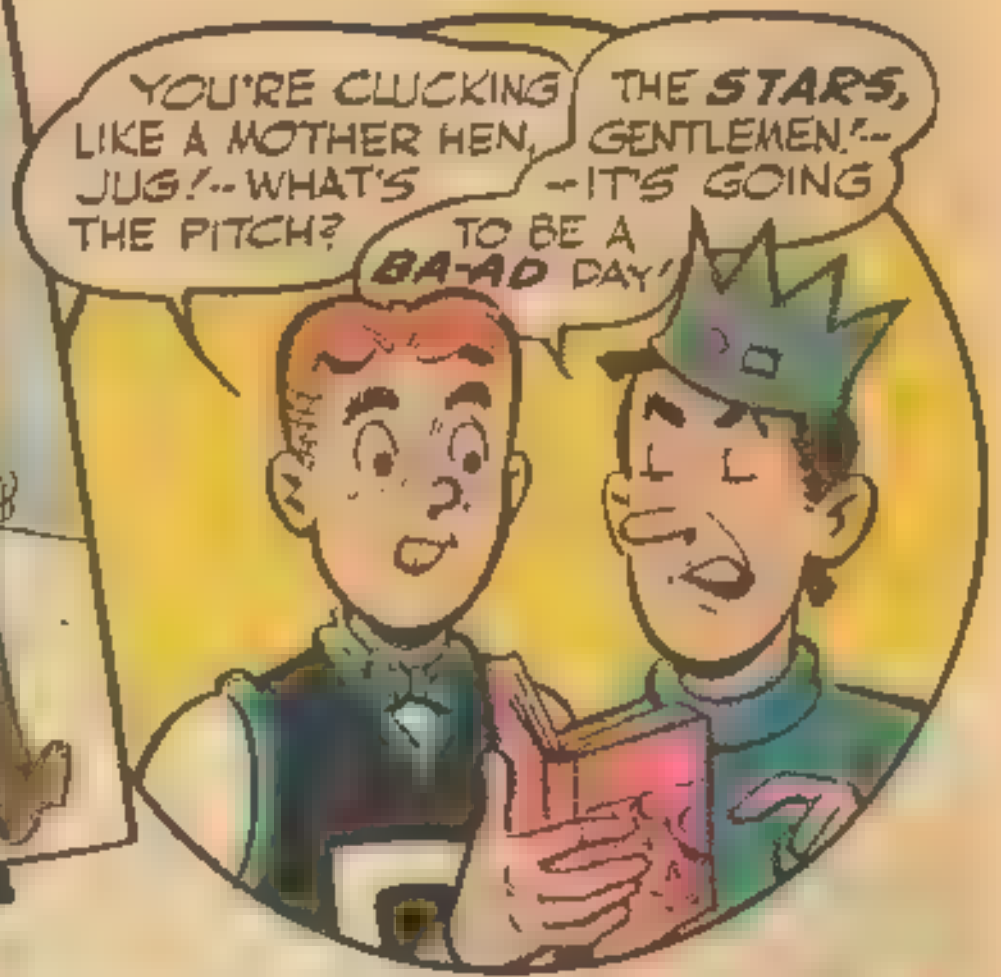
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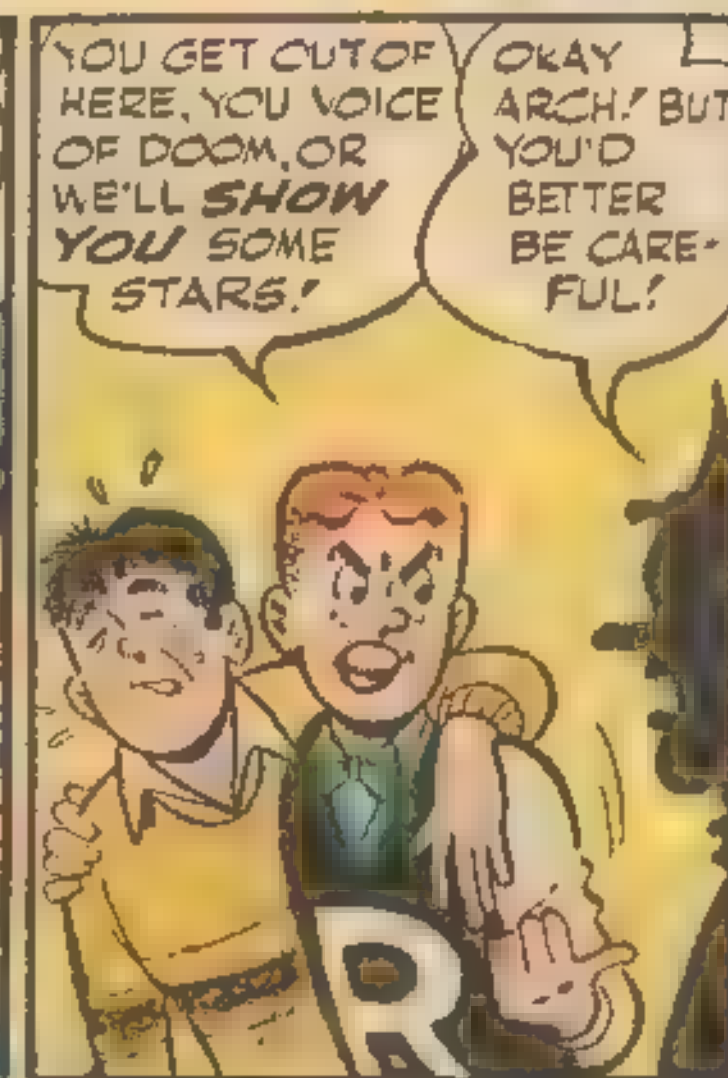
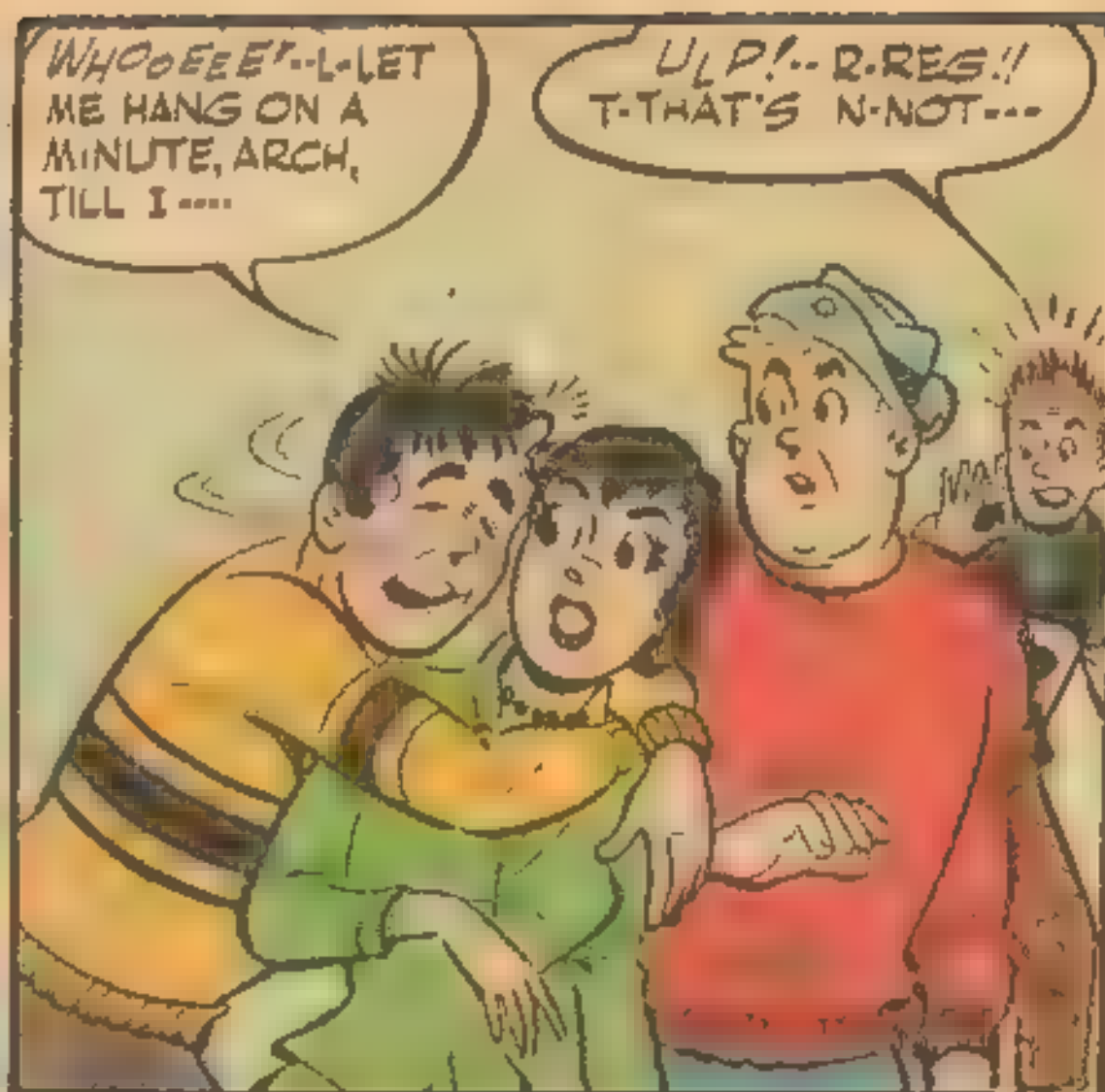
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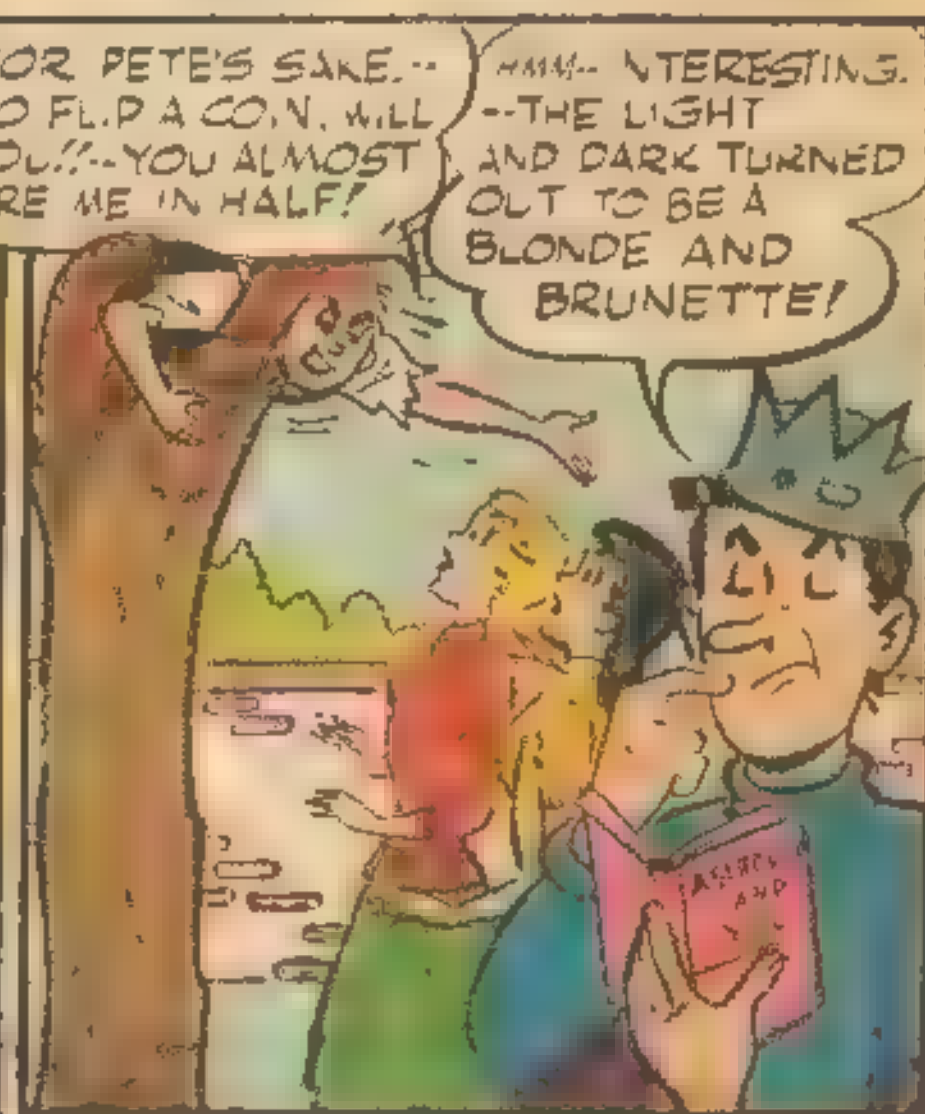
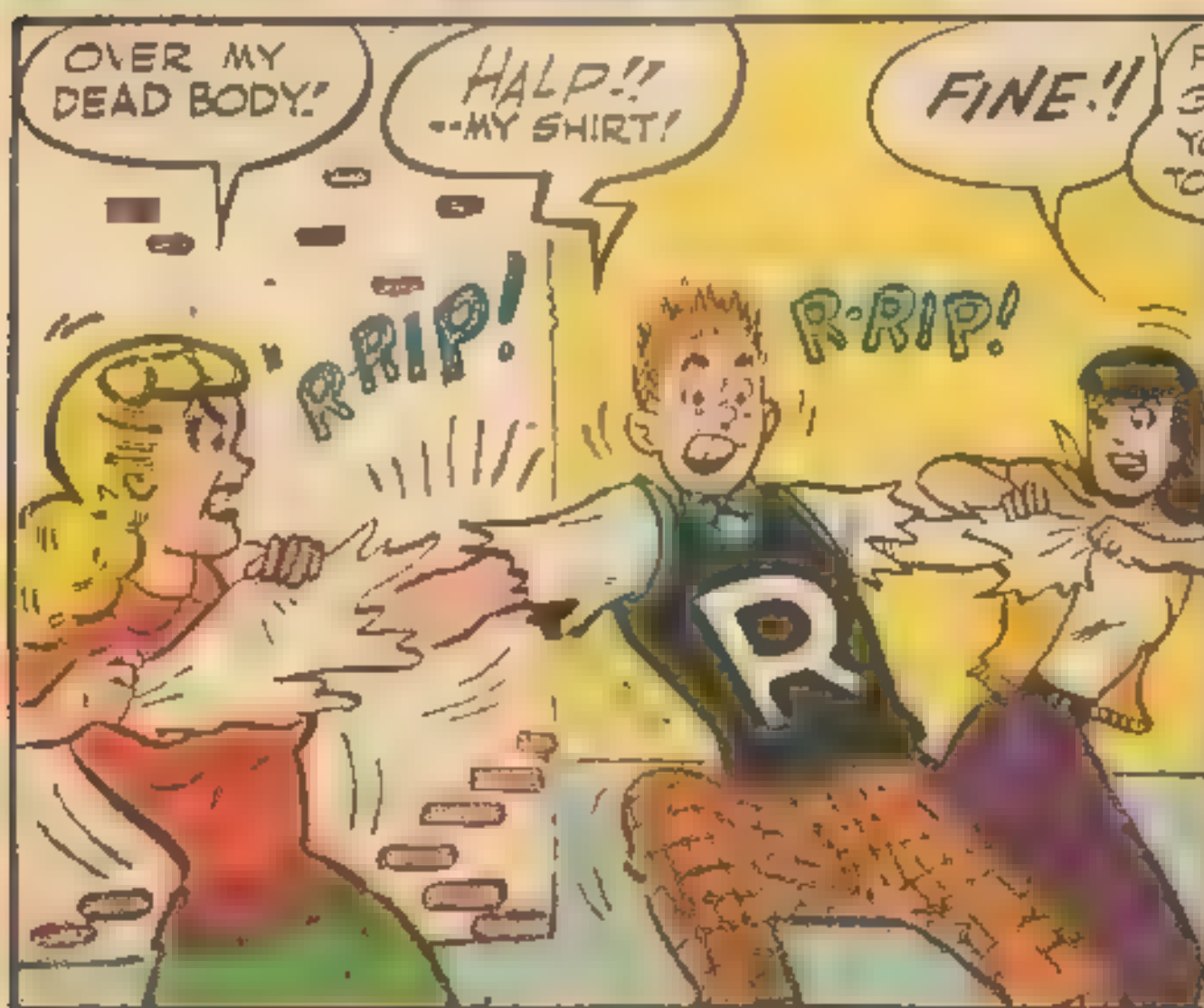
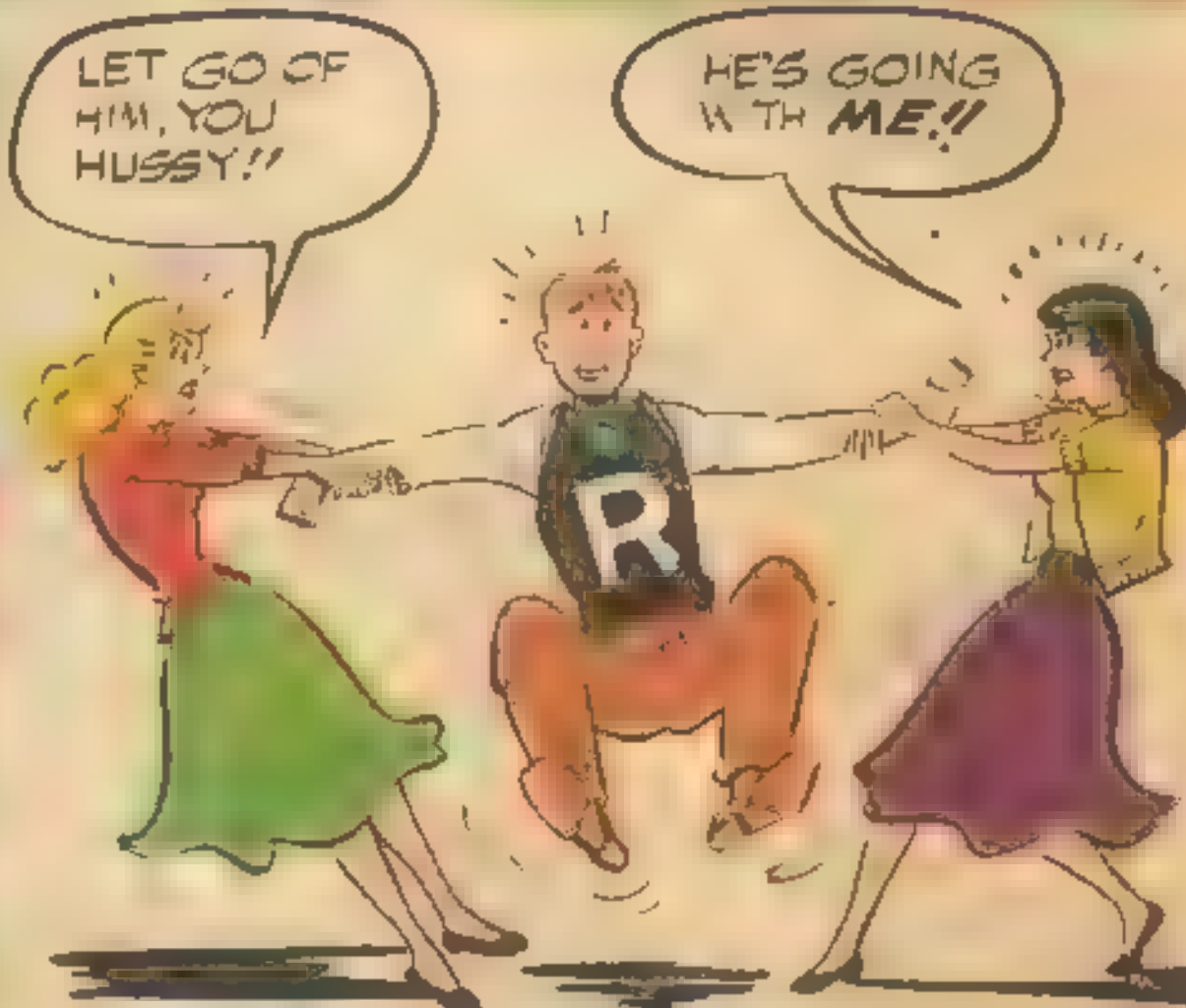
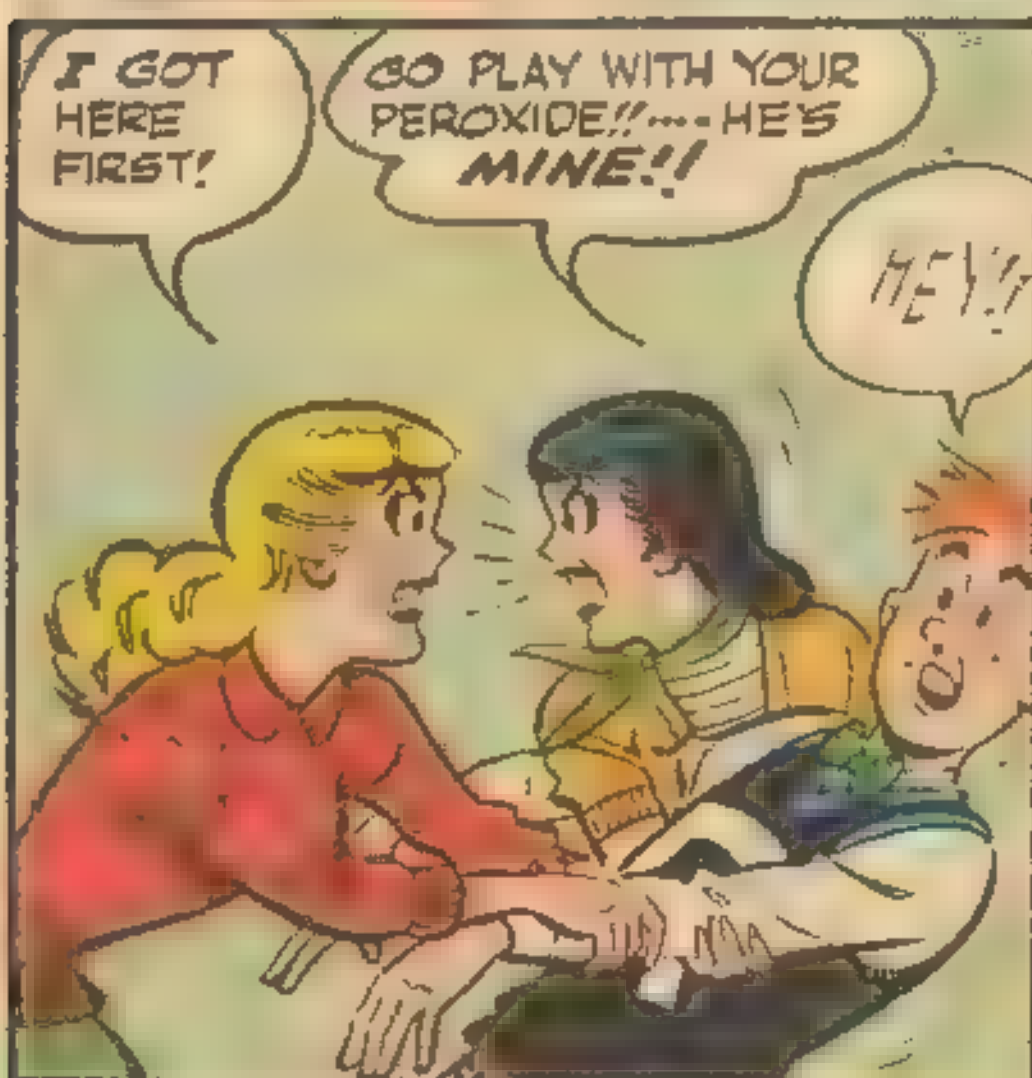
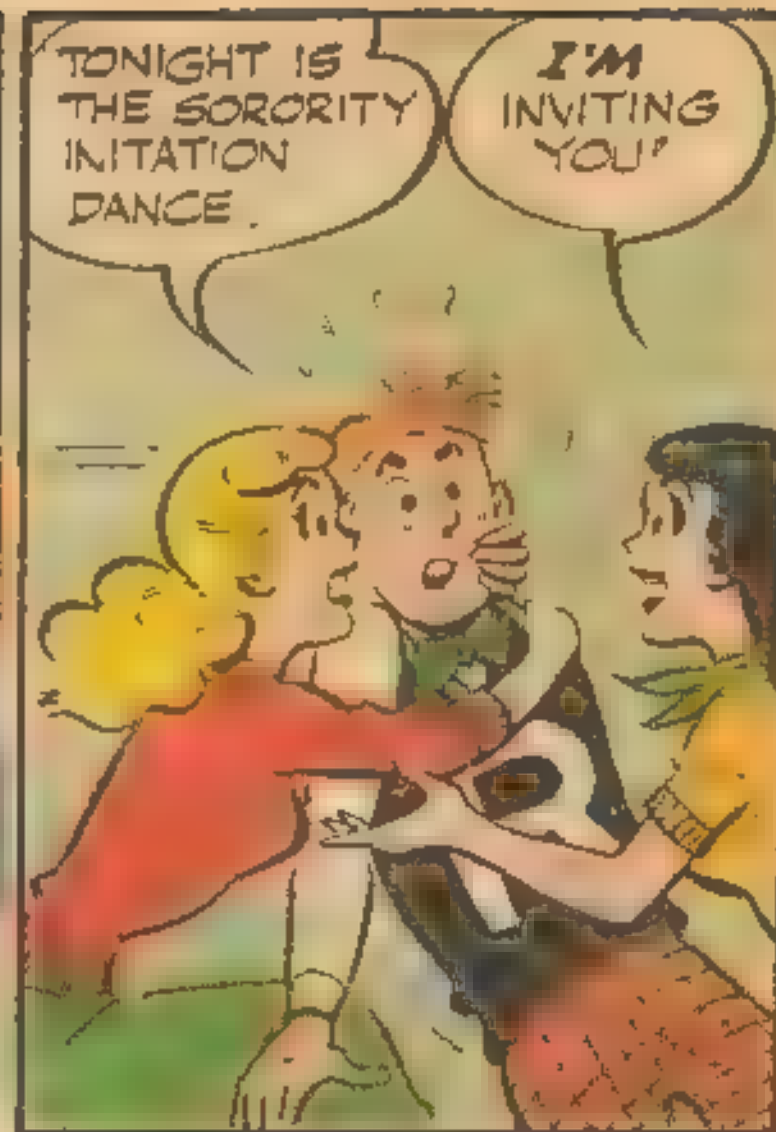
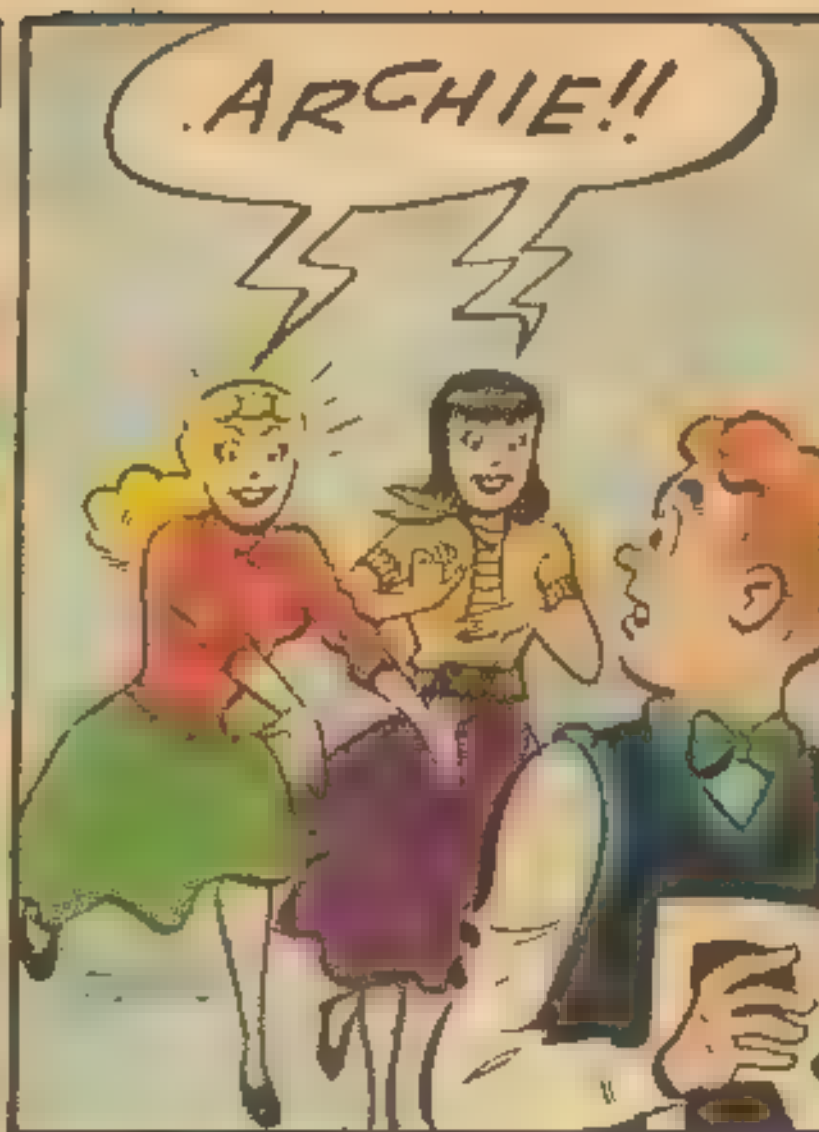


Jughead

"HORROR-SCOPE"









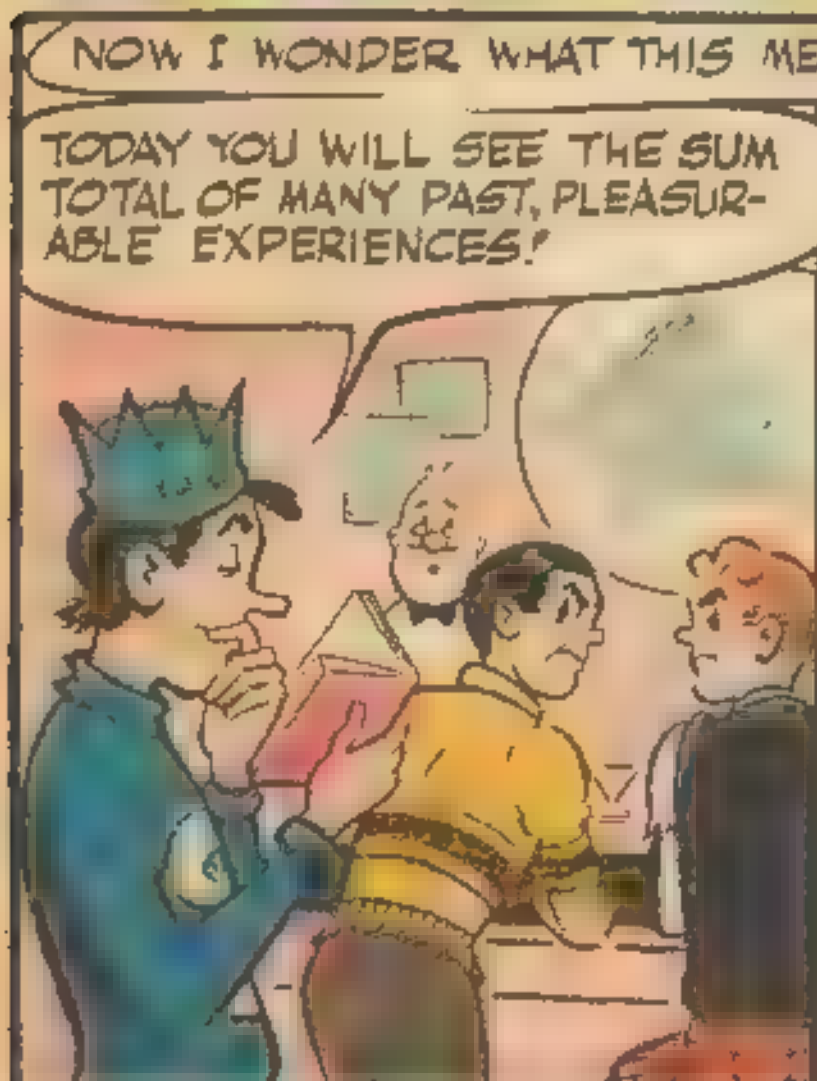
LOOK NOSTRADAMUS, WHY DON'T YOU CRAWL INTO A HOLE AND PULL IT IN AFTER YOU?

Choo Shop



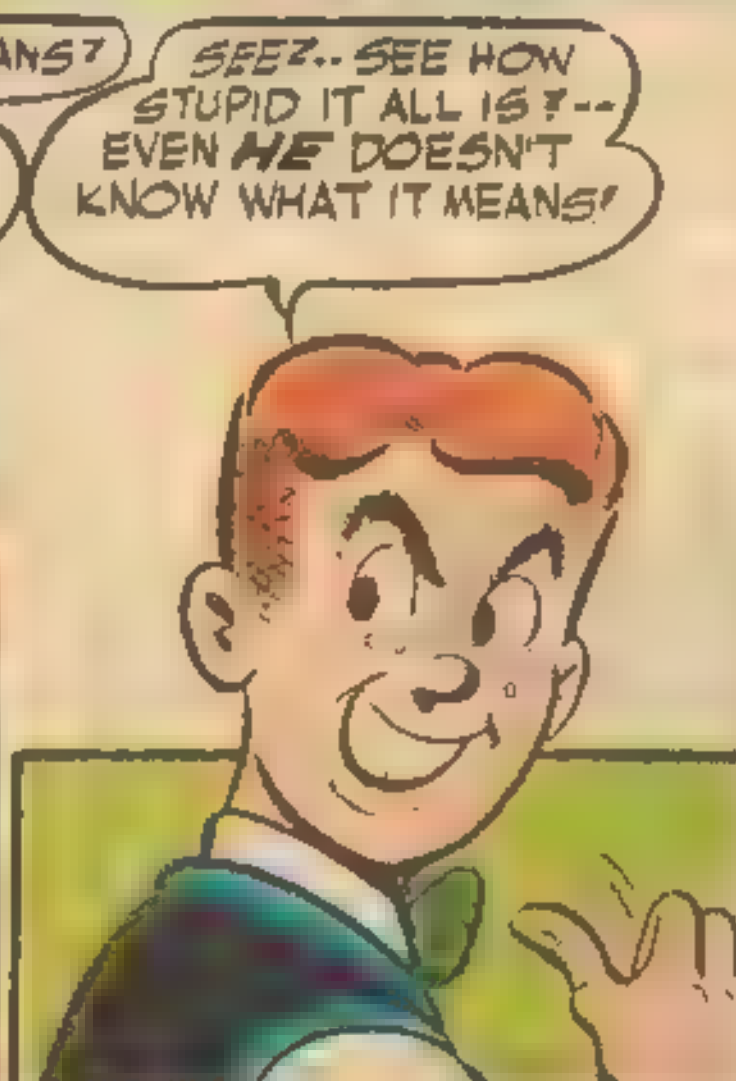
CHEE!..YOU MEET MORE CHARACTERS IN THIS TOWN!

DID YOU CALL ME?

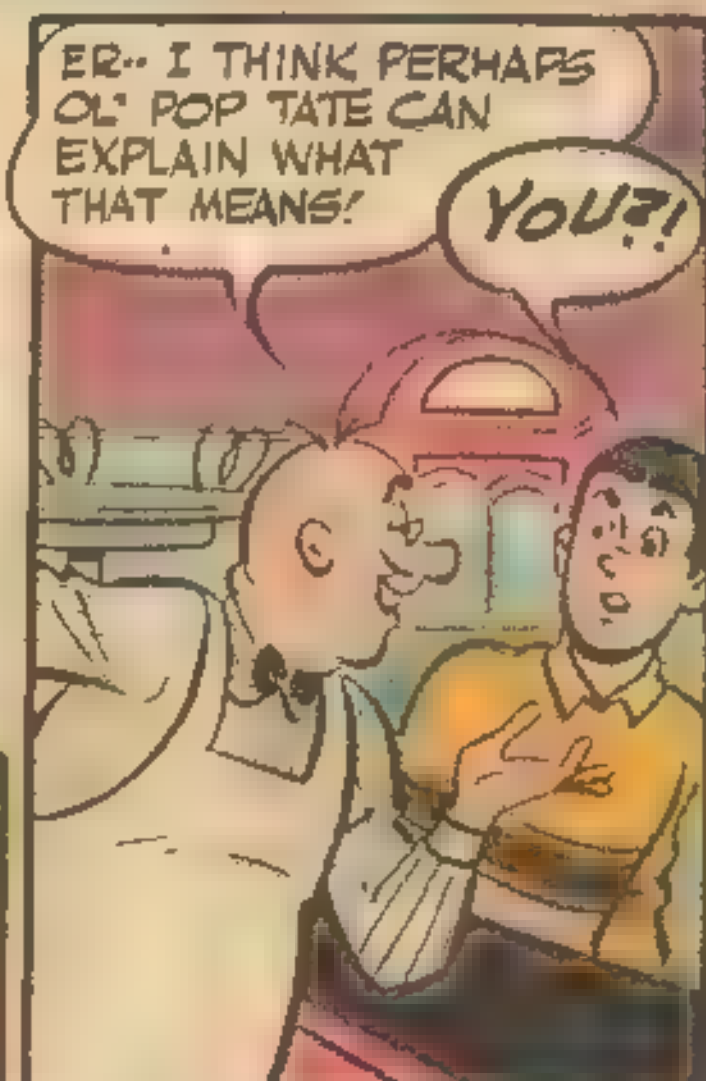


NOW I WONDER WHAT THIS MEANS?

TODAY YOU WILL SEE THE SUM TOTAL OF MANY PAST, PLEASURABLE EXPERIENCES!



SEEZ..SEE HOW STUPID IT ALL IS?-- EVEN **HE** DOESN'T KNOW WHAT IT MEANS!



ER.. I THINK PERHAPS OL' POP TATE CAN EXPLAIN WHAT THAT MEANS!

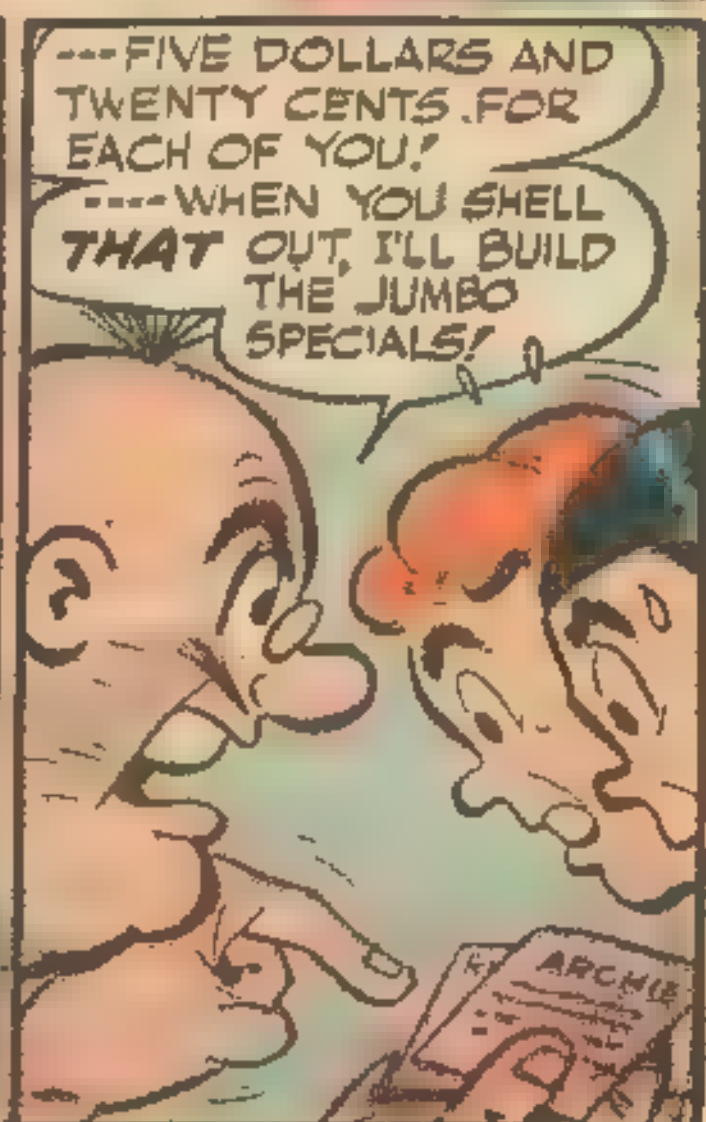
YOU?!



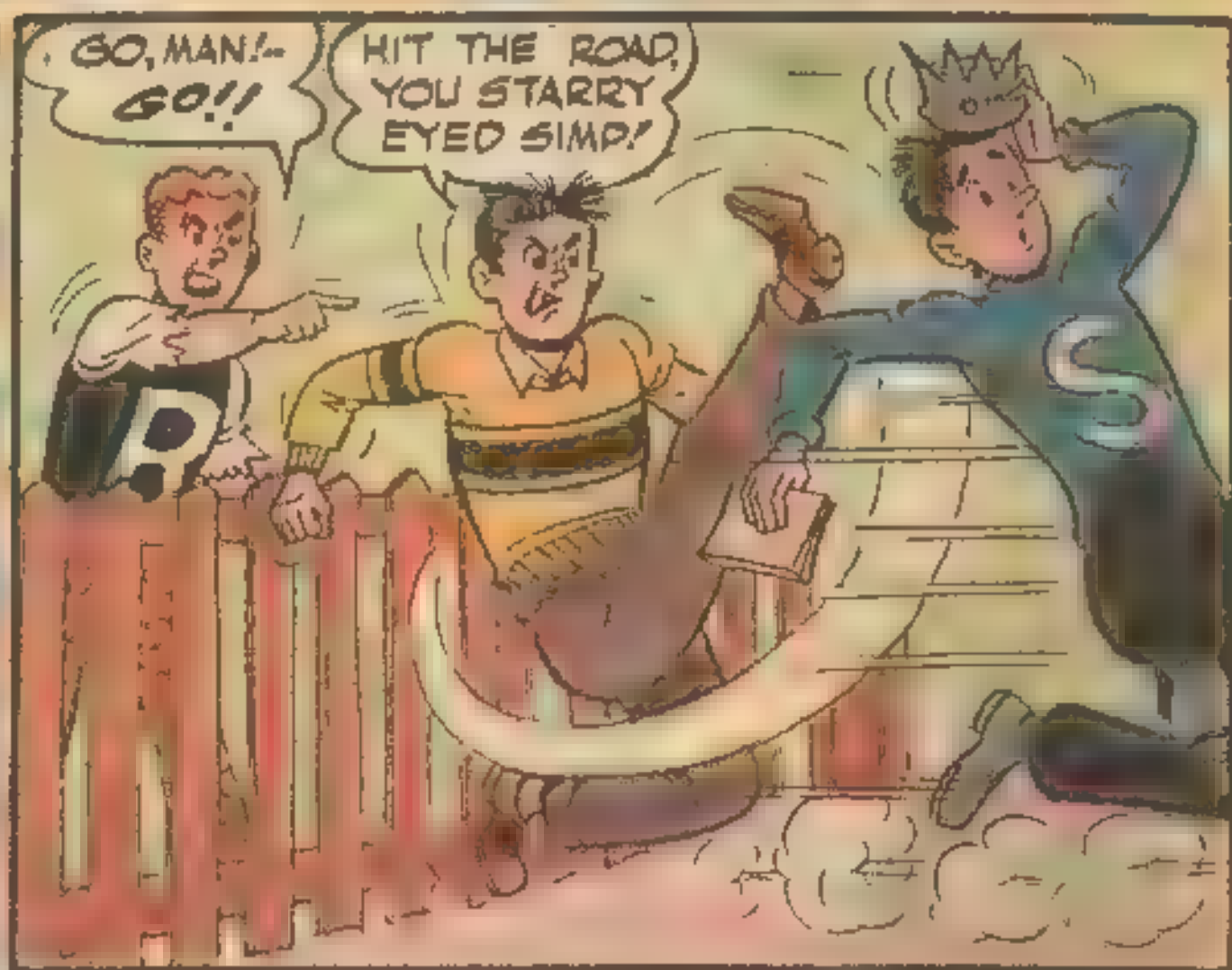
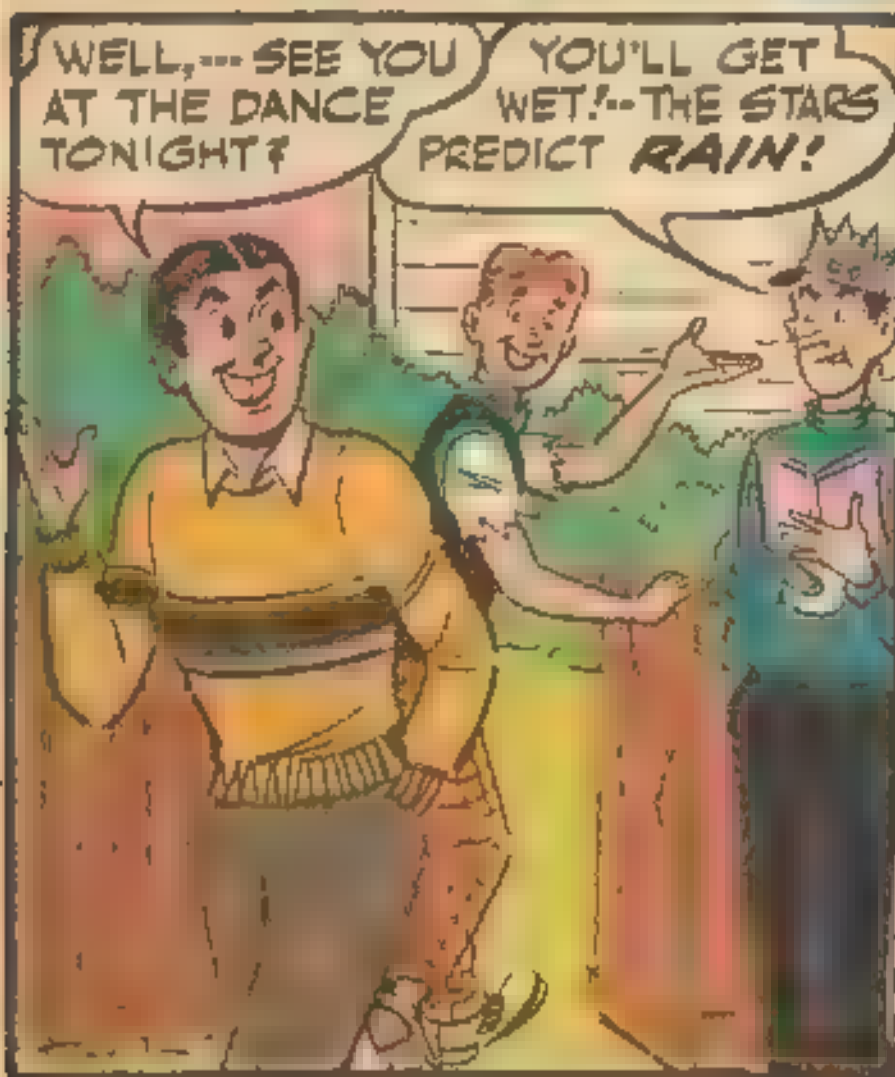
OKAY, POPS!...LAY IT ON US WHILST YOU BUILD A COUPLE OF JUMBO SPECIALS!



THE WAY I SEE IT, BOYS, --- THE SUM TOTAL OF MANY PAST PLEASURABLE EXPERIENCES, AMOUNTS TO...



---FIVE DOLLARS AND TWENTY CENTS FOR EACH OF YOU! ---WHEN YOU SHELL **THAT** OUT, I'LL BUILD THE JUMBO SPECIALS!





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MUNCH OBLIGED



Miss Grundy stood before Principal Weatherbee and said, "Guess what?"

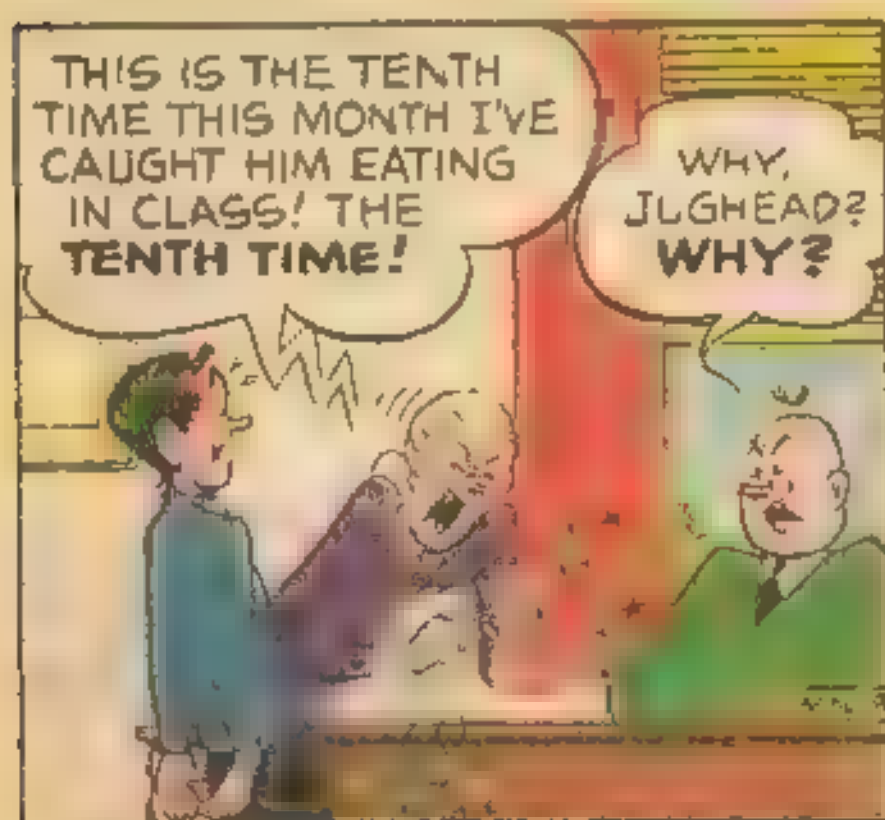
"A complaint," the Principal sighed.

"Guess who?"

"Jughead."

"Guess why?"

"Eating in class."



"Mr. Weatherbee, this can't go on. I'm at my wit's end. Almost every single day of the week, Jughead sneaks in a snack and munches in my class. What am I going to do with him? I've given him detention, extra homework, bad marks. Nothing helps. He still sneaks in snacks."

"Obviously punishment is no answer, Miss Grundy. We must use strategy. Cure him of this terrible habit once and for all."

"You mean remove his stomach?"

"No, no. Of course not. There's a much simpler way, Miss Grundy. And I know exactly how. Come with me."

Grundy followed Weatherbee

back toward her classroom. Everybody was gone but Jughead who was busily munching away on an apple. When he saw the two of them walking in he swallowed the evidence hurriedly, core and all.

"Jughead," Mr. Weatherbee said, "I have something to tell you."

"I know," Jughead groaned. "More detention."

"No. Nothing like that."

"More homework?"

"Not that either."

"Well, only one thing left I guess. Shoot me at sunrise."

"Come now, Jughead. Don't be flippant. All I want to tell you is that tomorrow, when you go to the cafeteria for lunch, you can order as much as you want, eat as much as you want and take as long as you want. And all this will be for free."

Jughead gazed stupidly at the principal. Miss Grundy didn't look much smarter. They both stood there with their bare faces sticking out.

Jug was the first to regain his voice. "Mr. Weatherbee, did I hear you right?"

"You heard me right. Now run along." Jughead ran.

"Mr. Weatherbee. Have you flipped?" Miss Grundy asked.

Weatherbee tapped his forehead significantly. "Psychology, my dear Miss Grundy. Psychology. By allowing Jughead to gorge himself he will make himself so sick he won't be

able to look at food for weeks. Maybe months. Your munching miseries will be a thing of the past."

"Maybe," Grundy said dubiously.

"Not maybe, my dear lady. Positively. I know my psychology."

"But do you know Jughead?"

The following day when Jughead went to the cafeteria, both the principal and the teacher were there too. Jughead started at the juice counter. There were eight glasses of juice when he got there. None when he passed. He had a little more trouble with the soup. The counter girl ladled it out herself. She waited for Jughead to hold out the usual soup plate. Jug brought forth a water pitcher. She emptied almost a half a tureen to fill it up.

"I . . . I . . . don't believe it," Weatherbee said. "It just isn't possible he can consume that much."

"Wait! You ain't seen nothing yet," Miss Grundy replied. "Watch him when he hits the main course counter."

Weatherbee watched. And watched. And watched. And he wasn't the only one. The whole cafeteria stopped eating to watch. Jughead stood at the main course counter for almost five minutes piling plate after plate on top of each other. The dishes kept going higher and higher. He stopped only when

the topmost dish started to teeter precariously. Then he signalled to Archie and Reggie to come over and help him carry the whole tray to the table but not before he cautioned the dessert counter to stand by because was coming right back.

Then Jug sat down to eat. And how he ate. For three whole periods he just sat there with his mouth going, his adam's apple bobbing and his belt expanding. Weatherbee watched the entire proceeding, as though hypnotized. Finally there was nothing left but the tray. Jug wiped his lips daintily with a napkin. Looked at the food counter hesitantly as though he were going back. Shrugged. And left.

Weatherbee sat in his office for the rest of the afternoon dazed by the harrowing experience. "I saw it. But I still don't believe it," he kept saying over and over again. He was in such a state of shock he didn't even notice the memorandum which was put on his desk by the cafeteria manager to the effect that they had just incurred the greatest deficit in Riverdale High School's history and would need an extra appropriation immediately, or the whole school would not eat for a week.

And the next day, Miss Grundy stood before the Principal and said, "Mr. Weatherbee. Guess what?"

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1948
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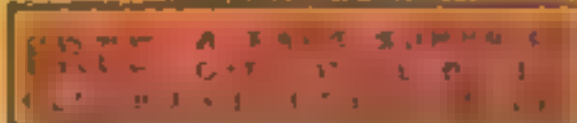
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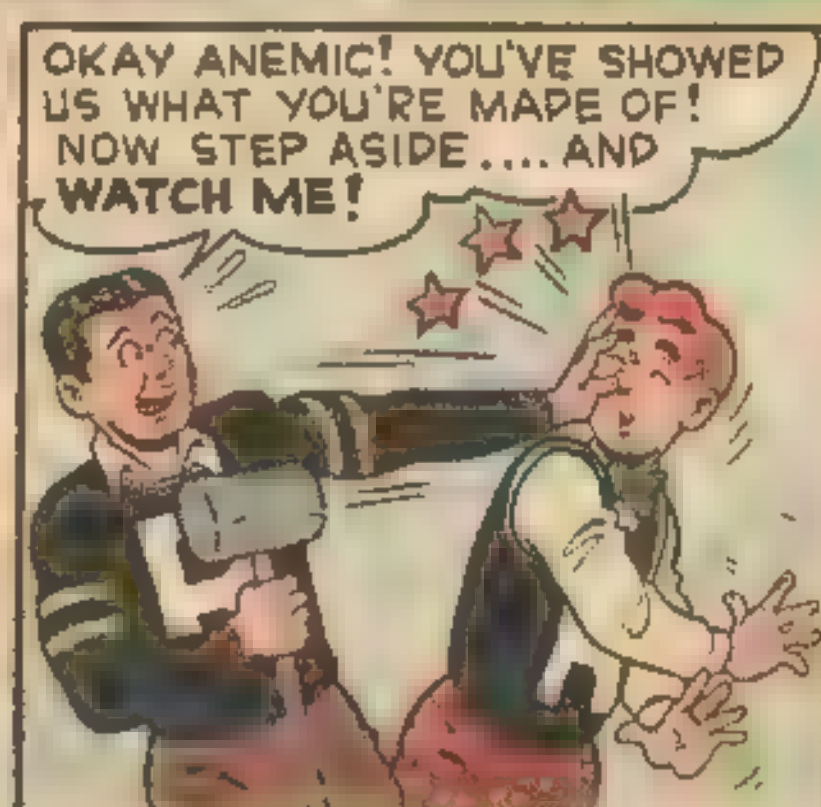
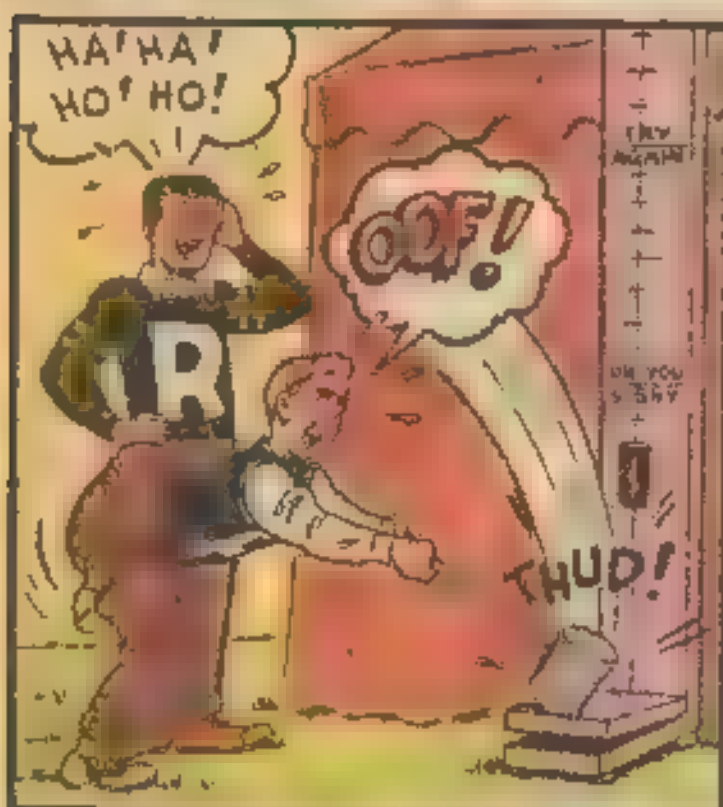
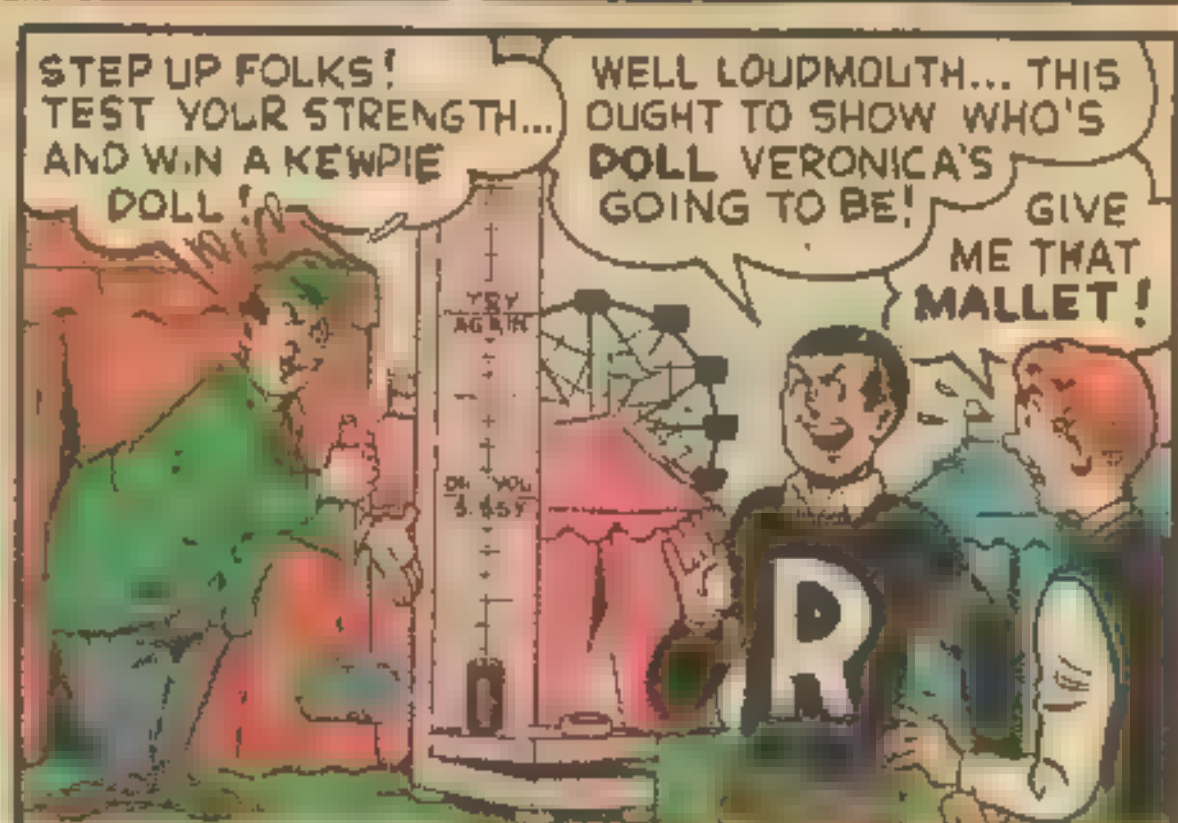
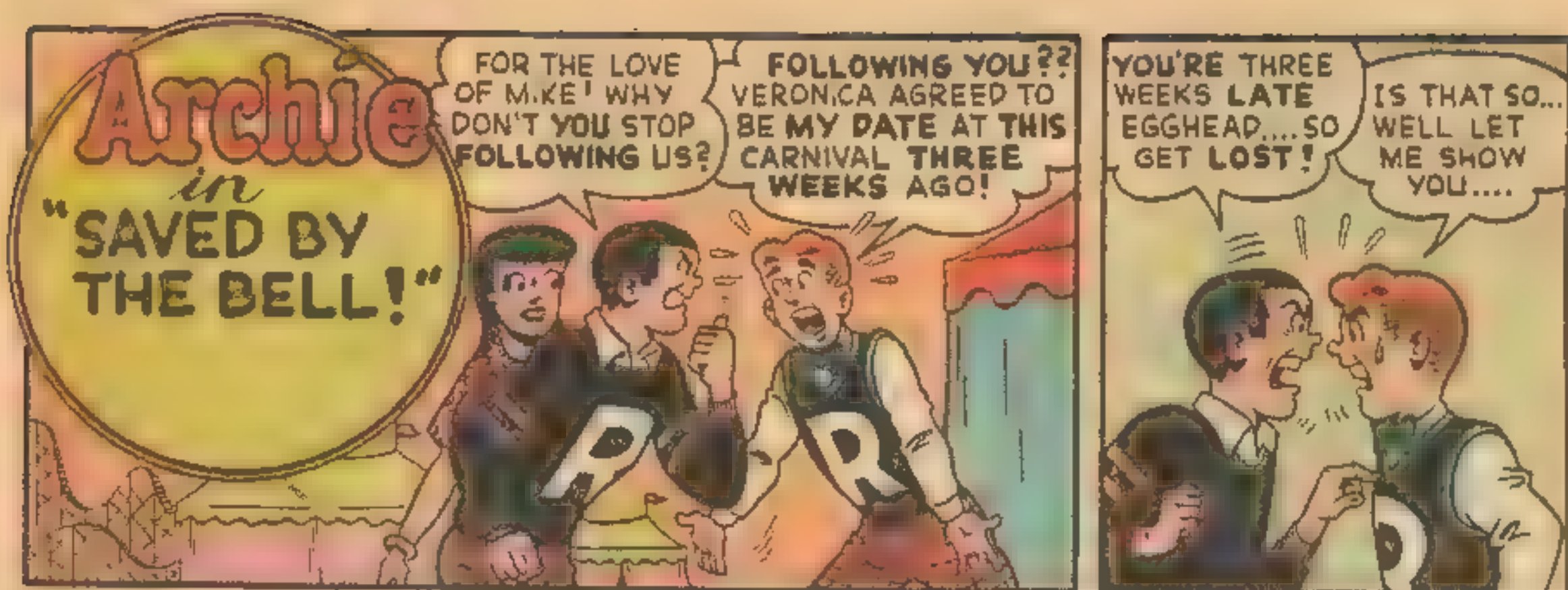
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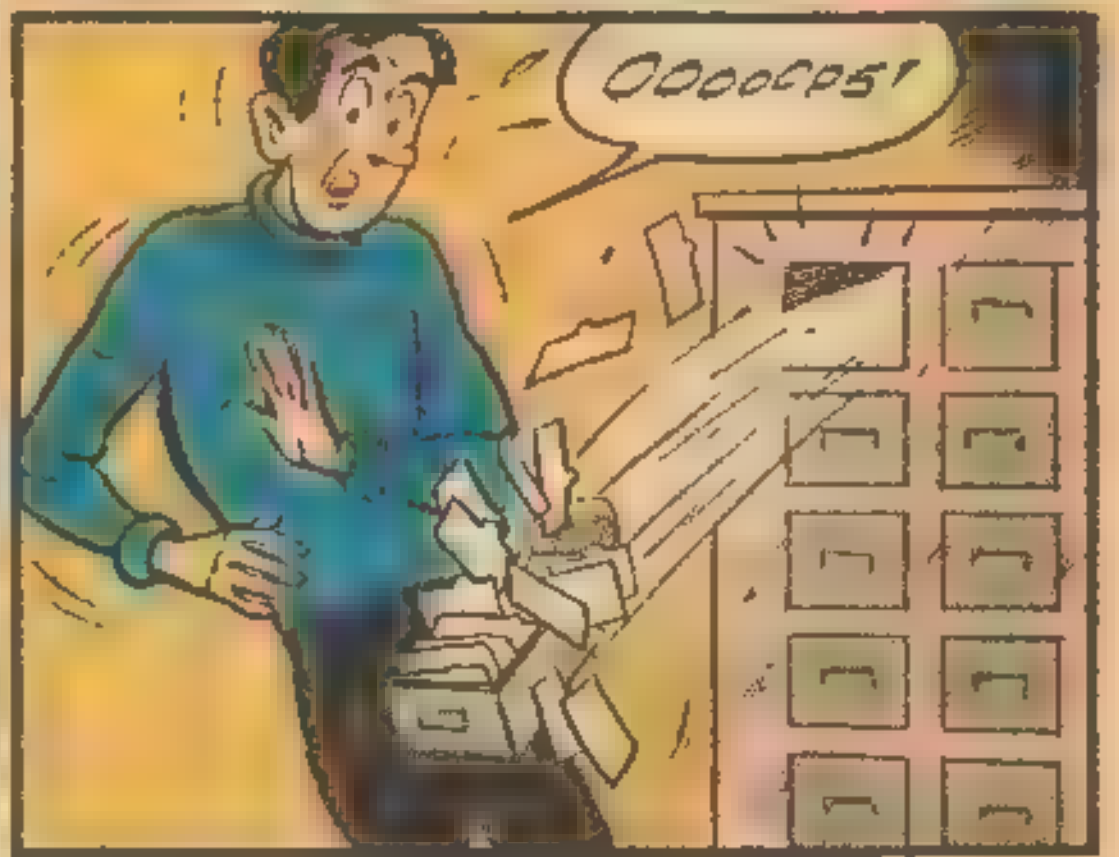
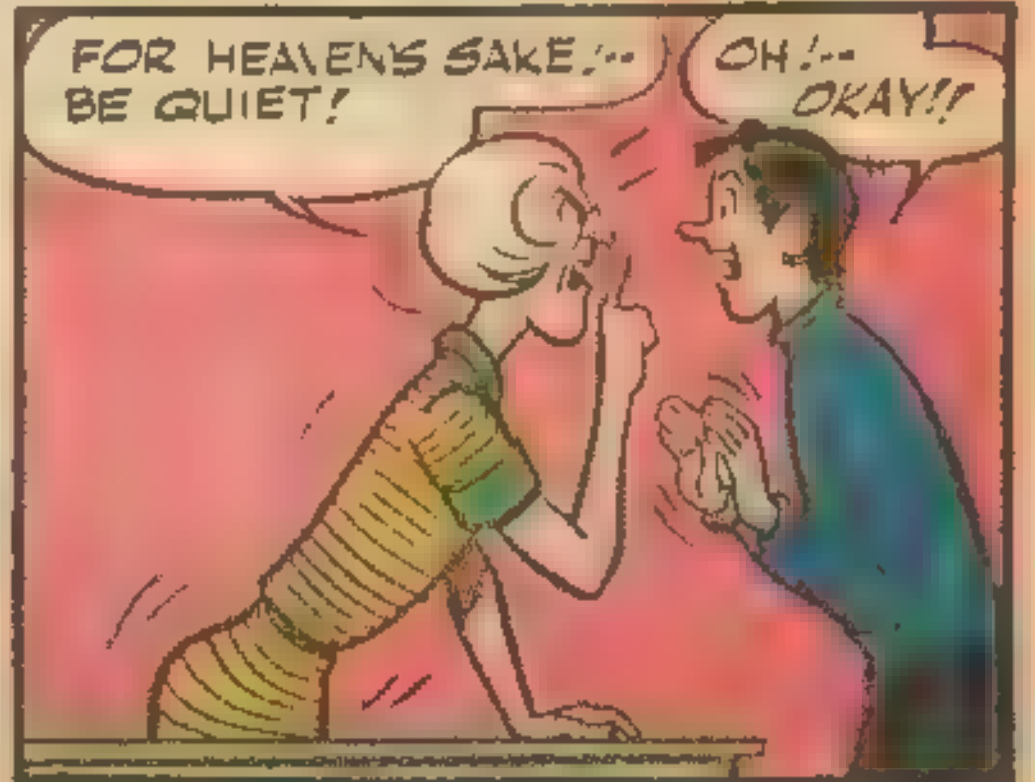
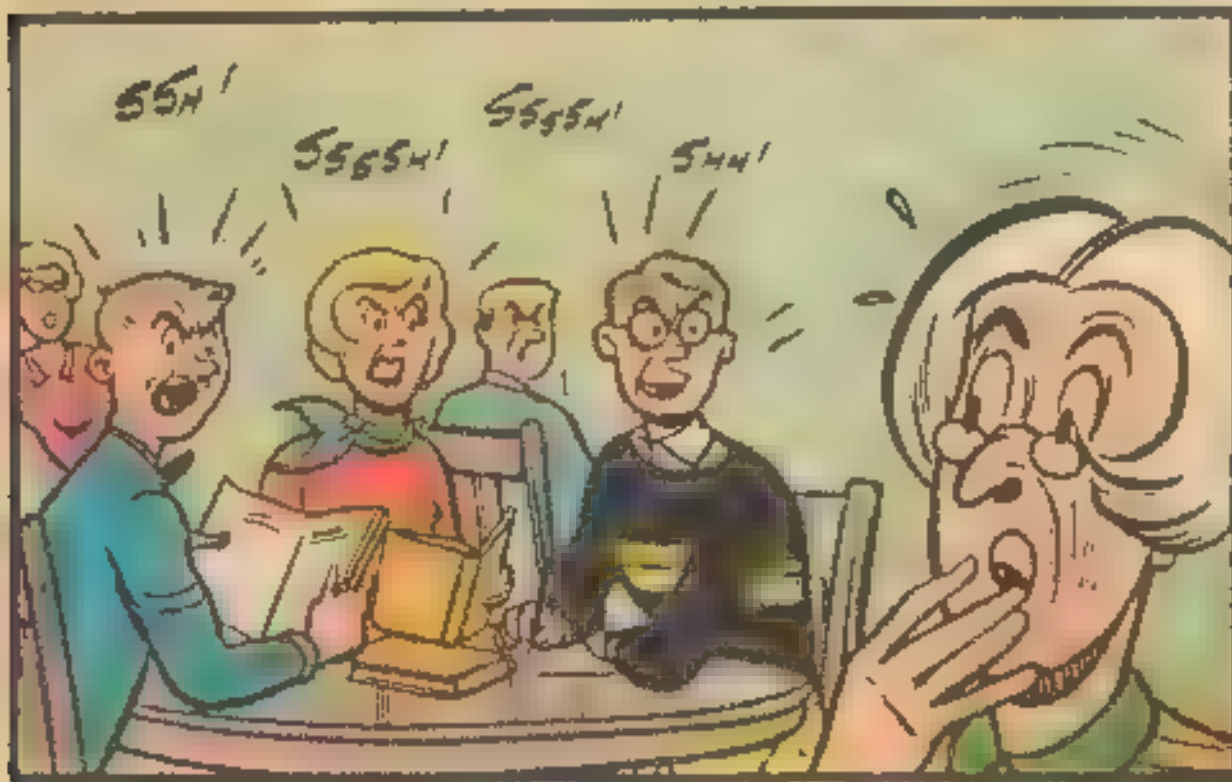
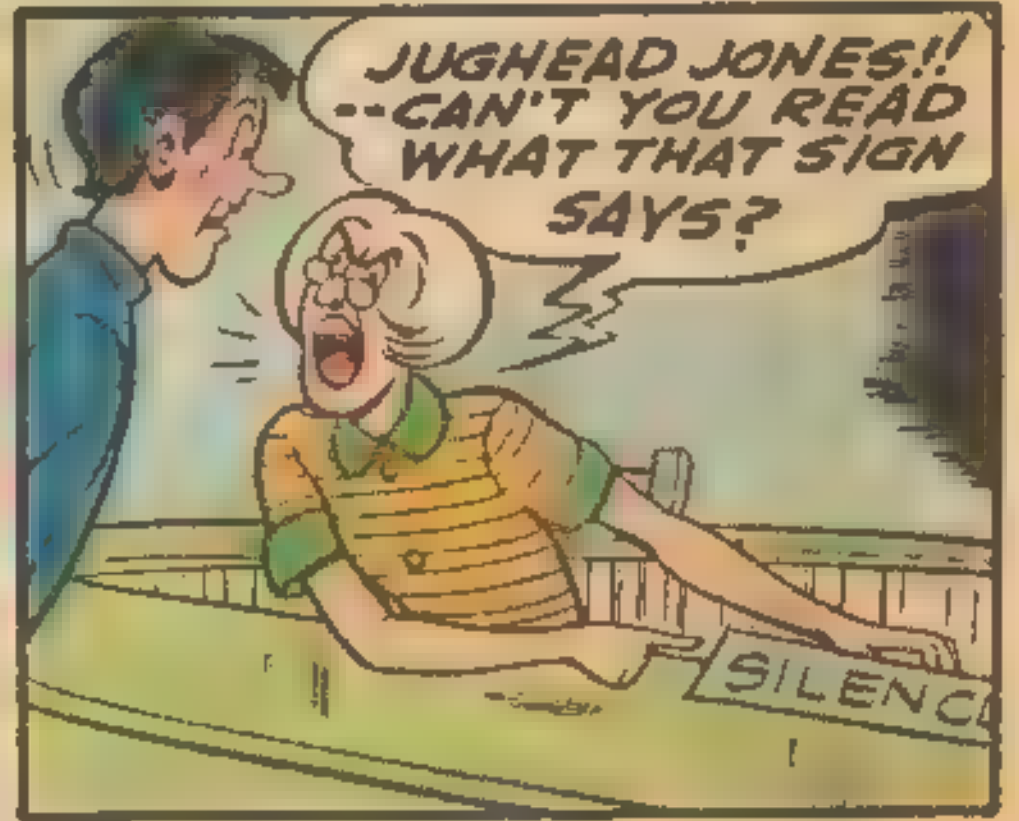
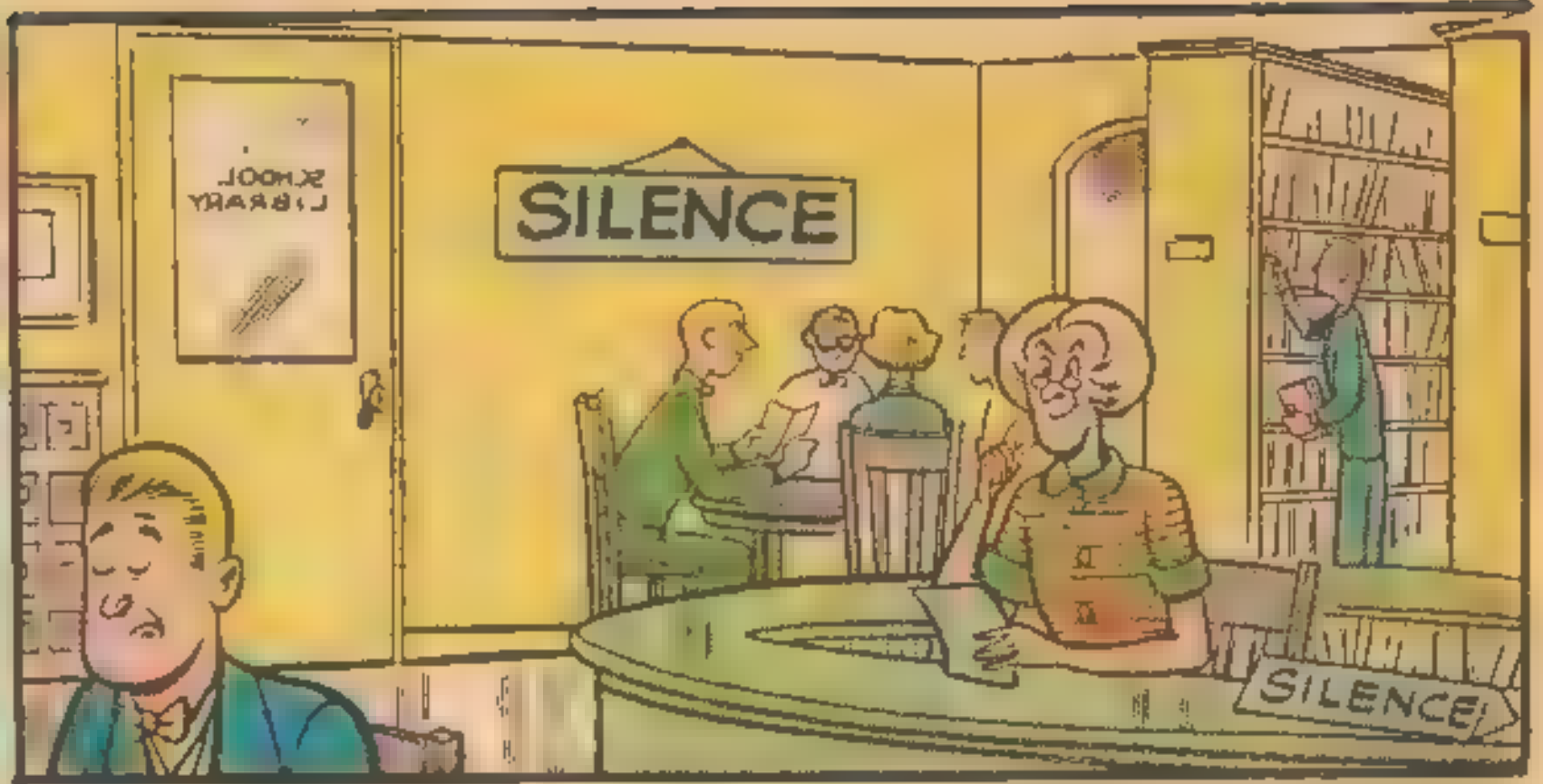
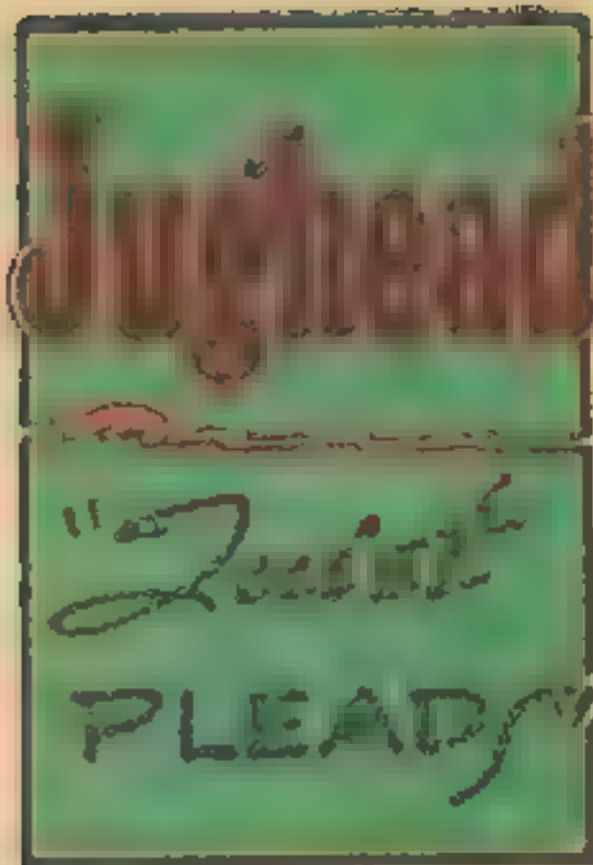
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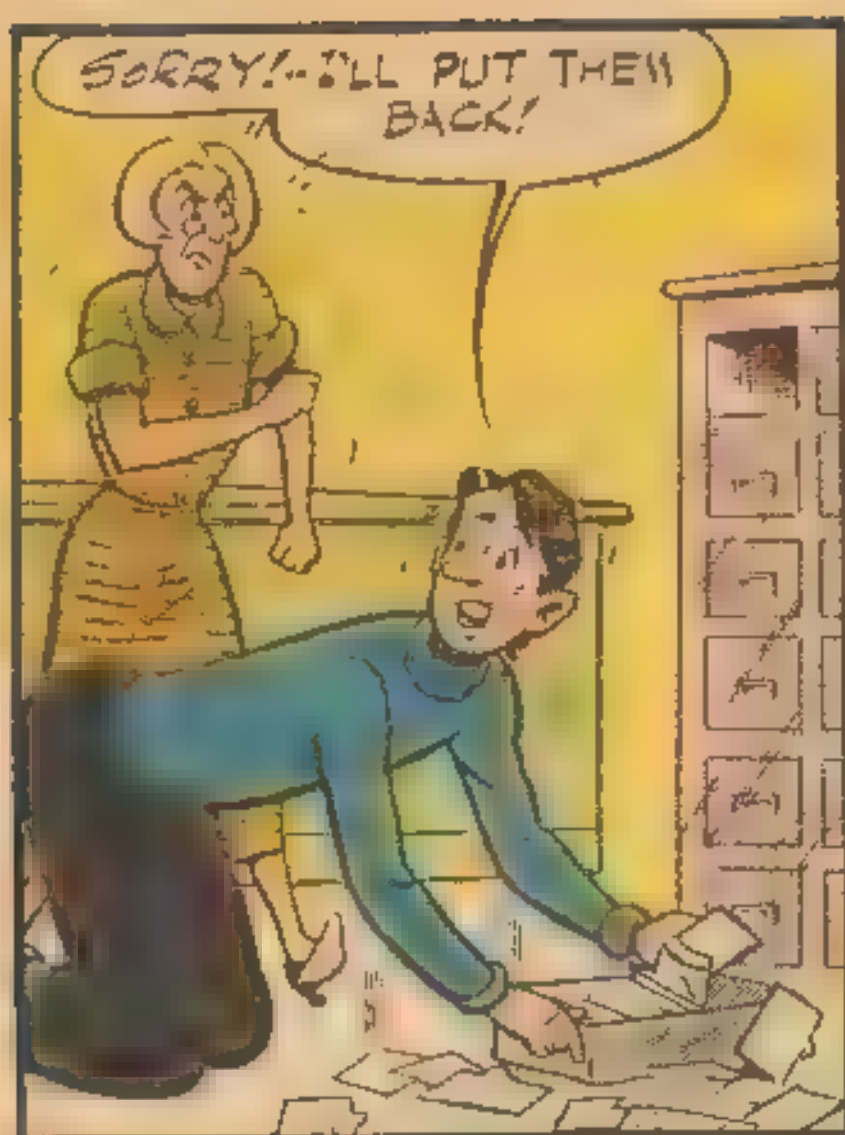
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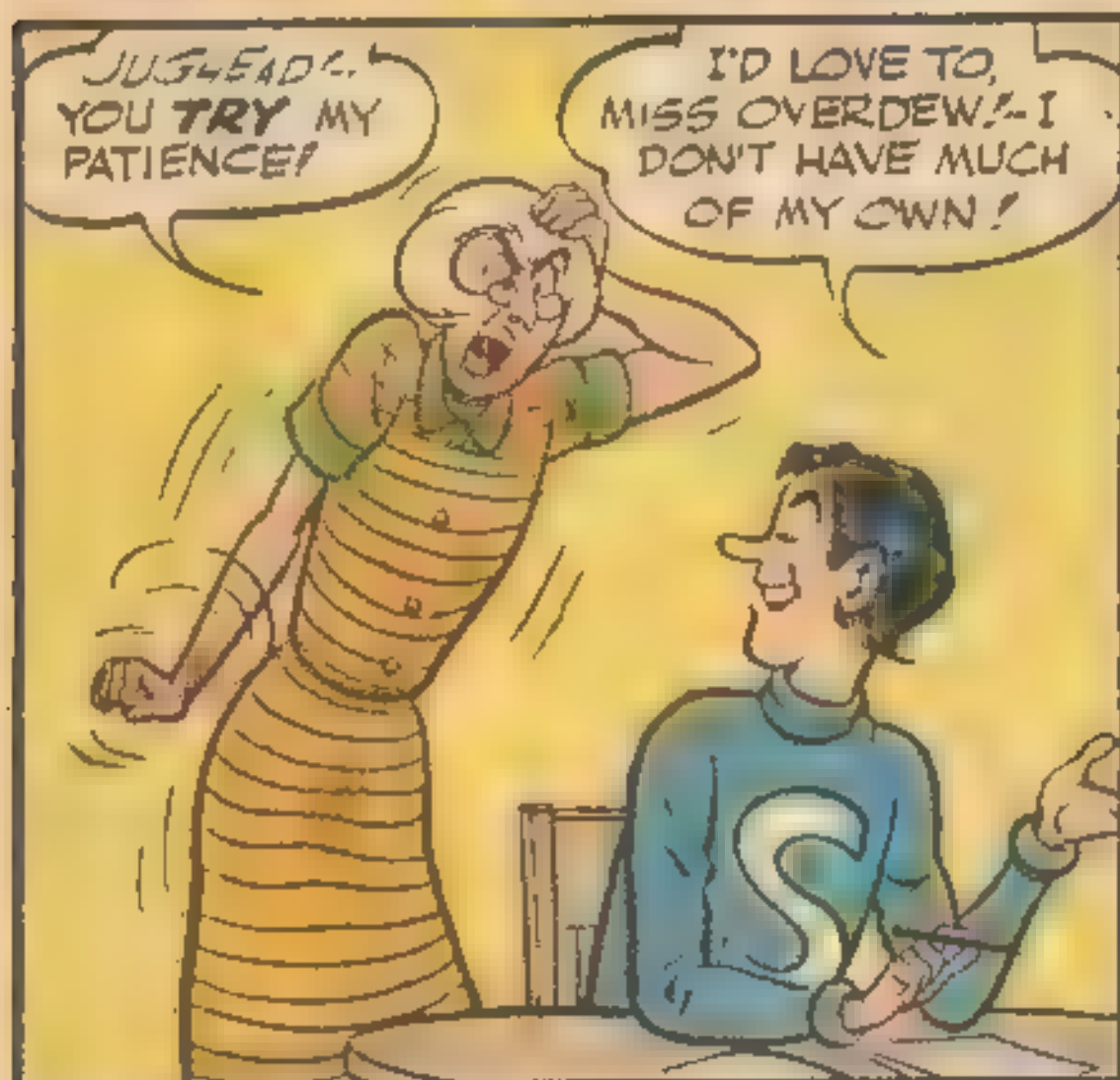
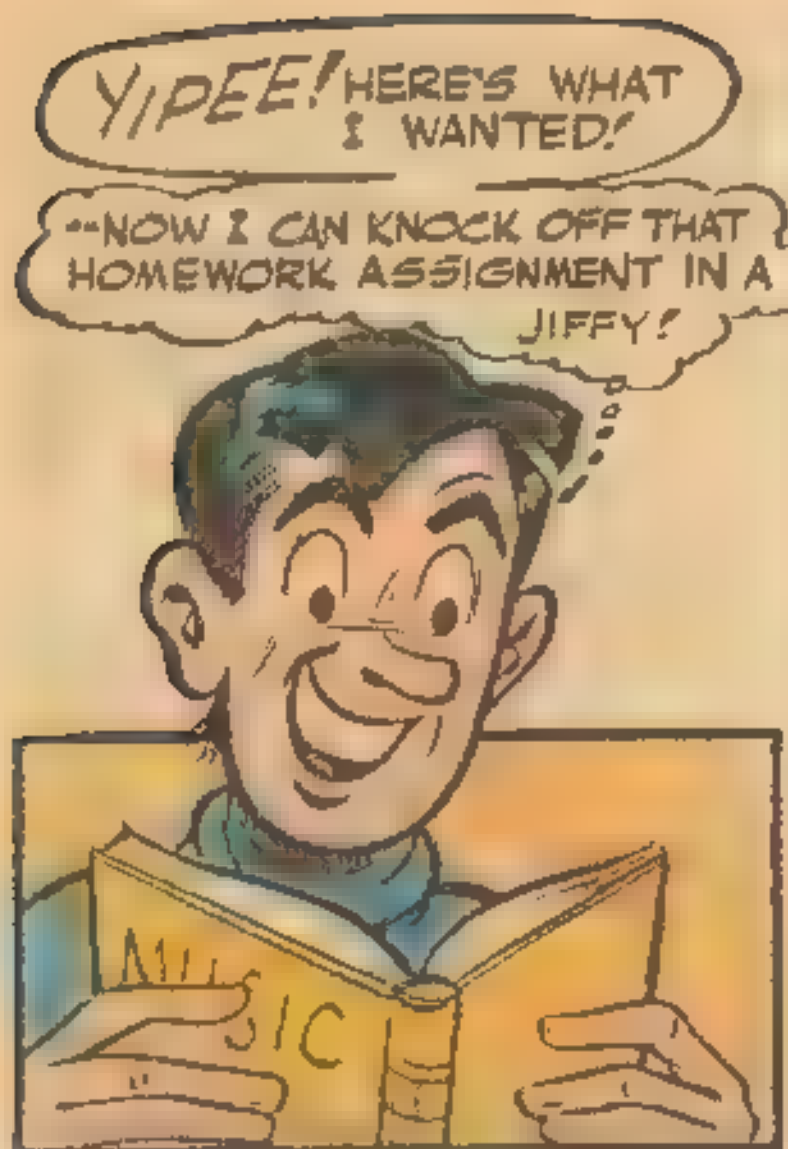
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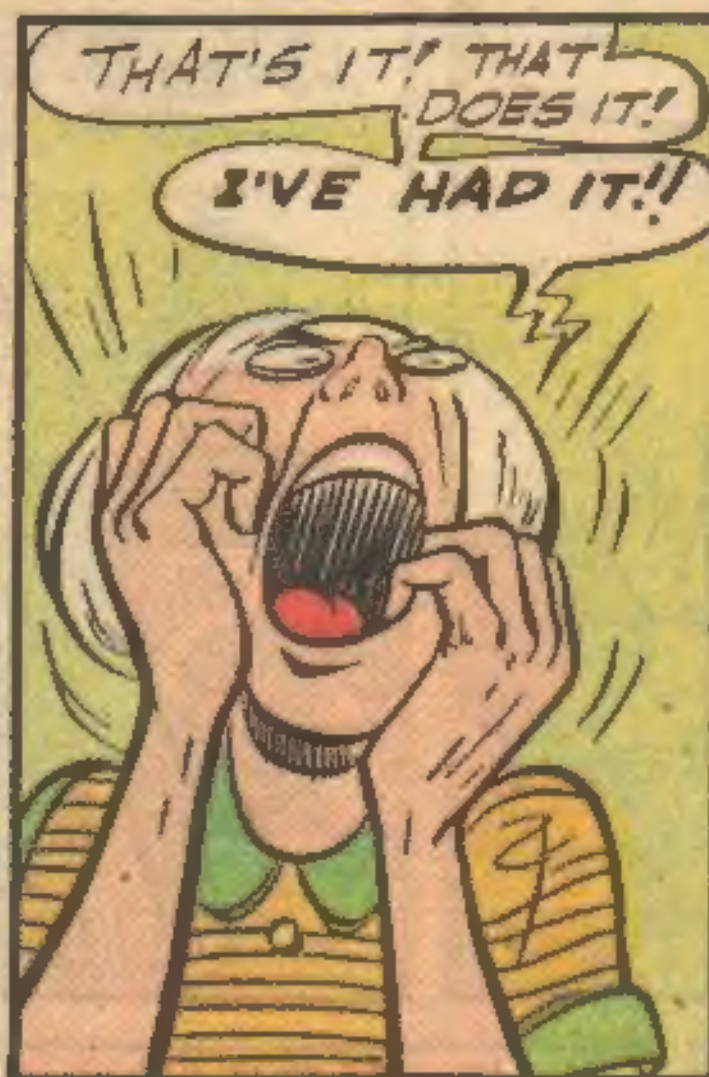
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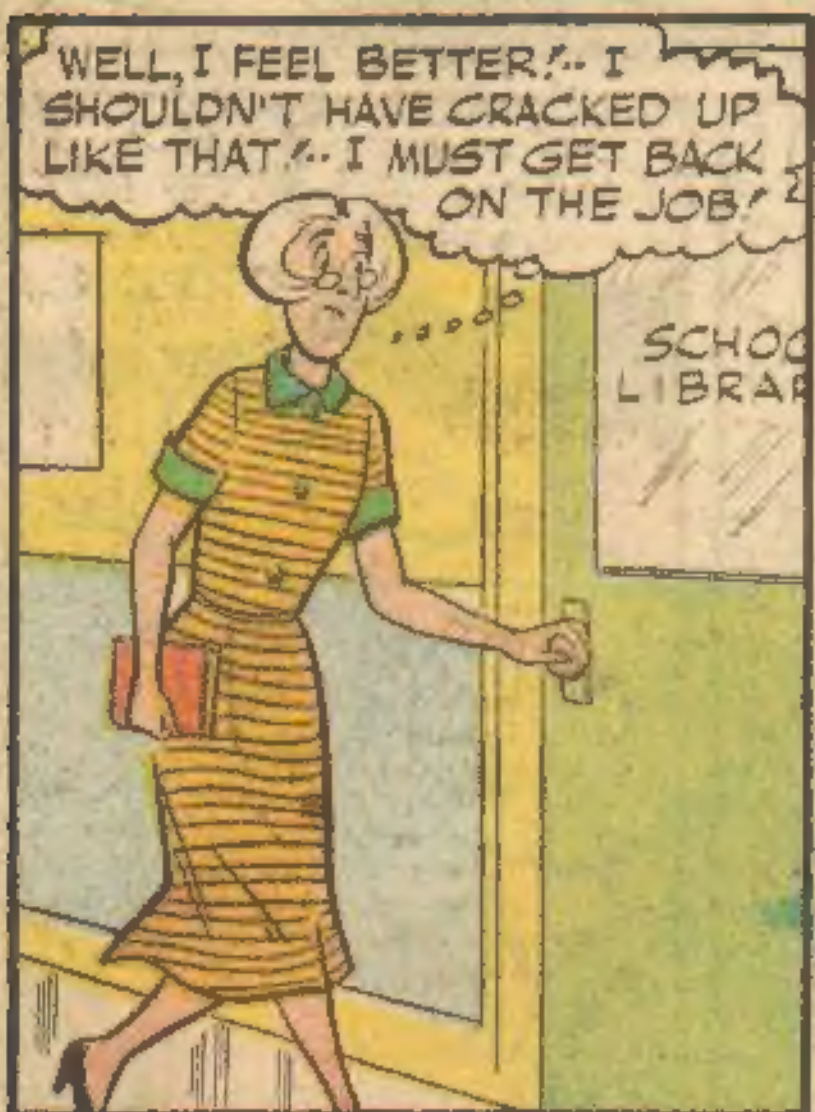
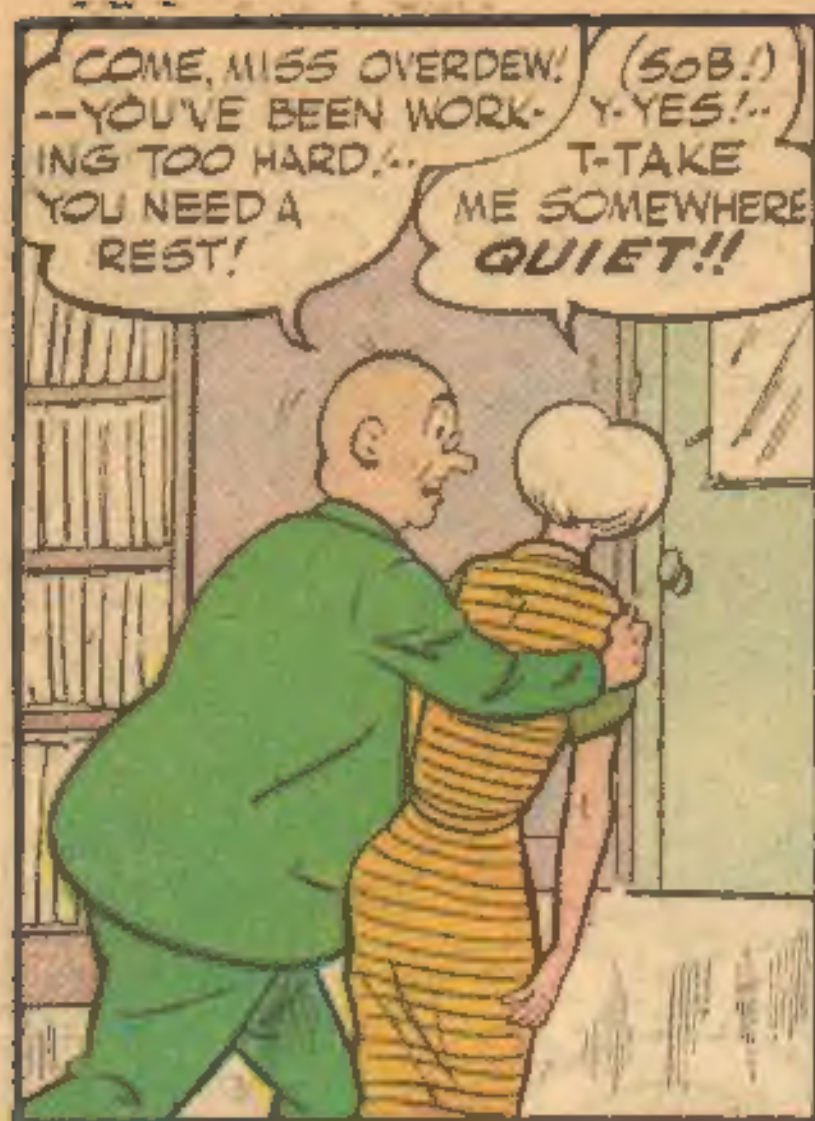












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GOOD GAME BILL! YOUR HOMER WON THE GAME FOR US!

SAY HOW ABOUT THE WHOLE TEAM GOING ON AN ALL DAY BIKE TRIP TO MOOSE LAKE SOON?

SWELL IDEA! LETS GO NEXT SATURDAY! WE CAN SWIM AND CATCH FISH.

I WISH I HAD A BIKE. IT'S NO FUN WITHOUT ONE. THEY COST A LOT OF MONEY, THOUGH.

A HEADS UP BALL PLAYER LIKE YOU SHOULD CERTAINLY HAVE A BIKE. HAVEN'T YOU HEARD OF J.S.C.A.?

HEY FELLAS! ITS MICKEY MANTLE. HE WATCHED OUR GAME.

GOSH MICKEY I'VE HEARD OF JUNIOR SALES CLUB OF AMERICA. IT'S TERRIFIC! KIDS EARN ALL KINDS OF PRIZES EVEN BIKES THROUGH J.S.C.A.

RIGHT! DID YOU HEAR THAT BILL?

WOW! LOOK AT BILLY'S NEW BIKE!

WHERE DID YOU GET THAT SWELL BIKE, BILLY? THREE SPEED SHIFT, HAND BRAKES, GENERATOR LIGHT! BOY IT'S GREAT!

WEEKS LATER

I EARNED IT ALL MYSELF WITHOUT PAYING A PENNY THROUGH JUNIOR SALES CLUB OF AMERICA. I'M HAVING A SWELL TIME THANKS TO MICKEY MANTLE AND J.S.C.A!

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Only 12 Boxes

SPALDING GLOVE & BALL
Only 20 Boxes

DAISY RED RYDER
Only 12 Boxes

Look Kids, get these prizes for yourself without cost from
JUNIOR SALES CLUB OF AMERICA

Mickey Mantle



Here's how to get
THESE PRIZES and many more!

YOU can be the prize-winning J.S.C.A. Member in your neighborhood! Thousands of boys and girls are winning nationally-famous QUALITY PRIZES... at NO COST! Our prizes are the Best! No experience needed. You'll quickly sell many boxes of All-Occasion Cards at the special offer of only \$1.25 per box of 23 lovely cards! You can earn a prize in one day! J.S.C.A. CARDS ACTUALLY SELL THEMSELVES.

Just fill in and mail the coupon to become a member of the J.S.C.A. Mark on the coupon whether you want to start with 12 or 20 boxes of All-Occasion Cards. (If prize is for more than 20 boxes, start with your first order for 20 boxes.) We will send your prize-winning boxes of cards on credit because WE TRUST YOU. It's quick and it's EASY! Drop the coupon in the mail NOW! ACT QUICKLY TO GET YOUR FREE MEMBERSHIP CARD.

**JUNIOR SALES CLUB OF AMERICA, Dept. AC-1
SPRINGFIELD 1, MASS.**

Please enroll me as a member of the J.S.C.A. and send me at once, FREE Membership Card, FREE Illustrated Catalog, complete details on how to get prizes and a supply of All-Occasion Cards to sell as checked below:

☐ 12 BOXES

☐ 20 BOXES

NAME _____ Print Clearly

ADDRESS _____

CITY _____ STATE _____

**MAIL
COUPON
TODAY**

JUNIOR SALES CLUB of AMERICA, Springfield 1, Mass.